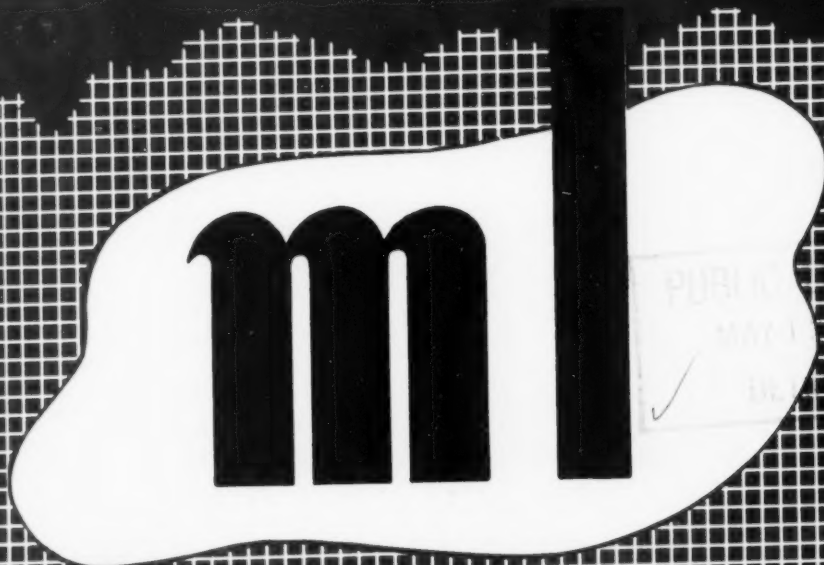


MODERN



LITHOGRAPHY



MAY • 1943 • VOL. 11 • NO. 5

Permanent Green 67P

Senelith Inks

were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
with their outstanding resistance properties

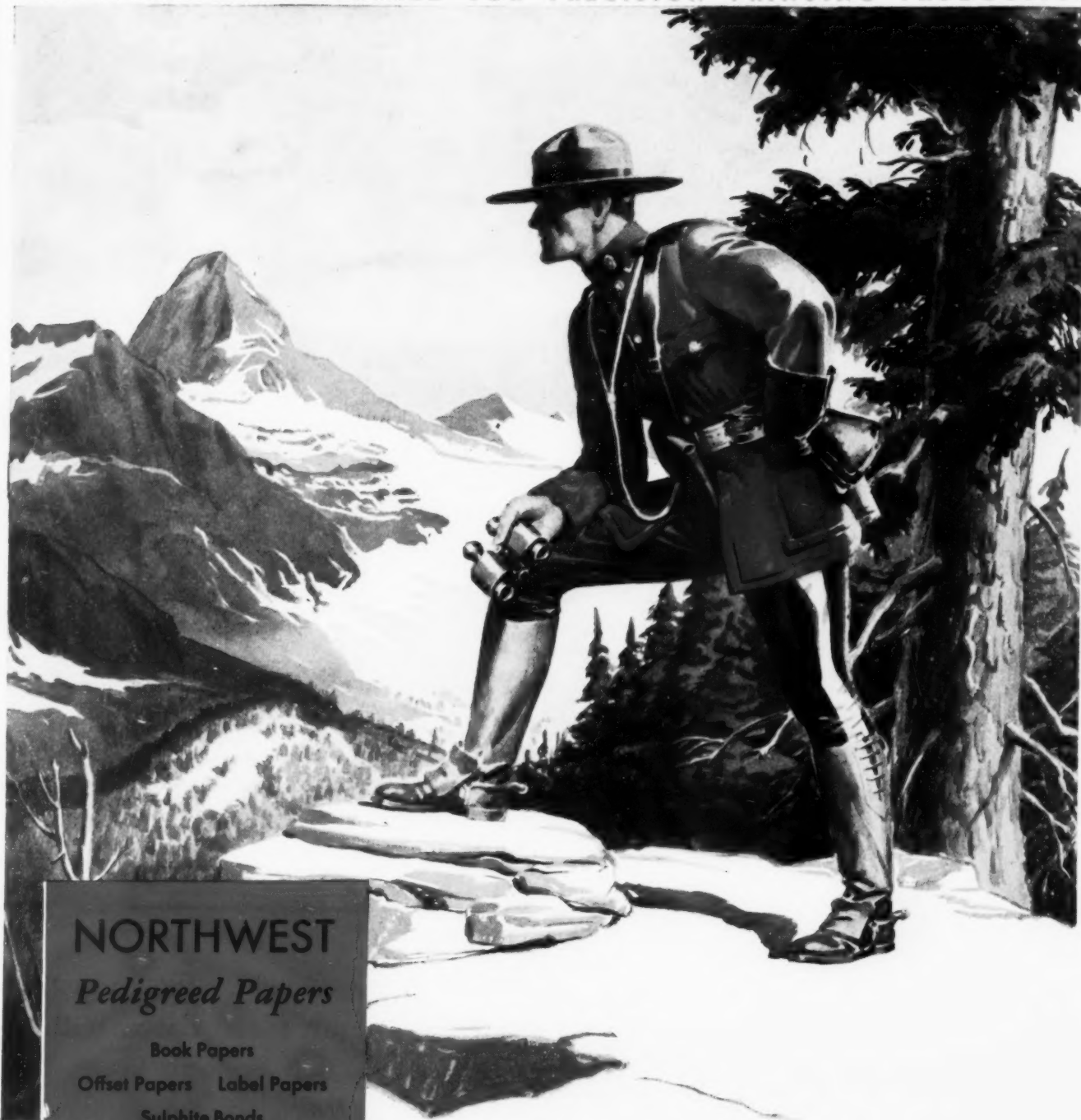
The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York, N. Y.

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



NORTHWEST *Pedigreed Papers*

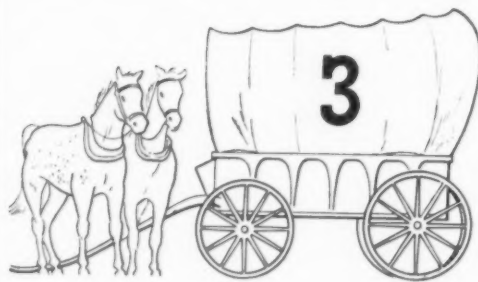
Book Papers
Offset Papers Label Papers
Sulphite Bonds
Ledger Index Postcard
Poster Papers Writing Papers
Salesbook
Tablet Papers Pad Stock
Drawing
Adding Machine Register
Manifold
Lining Papers Waxing Papers
Envelope Papers

UNDEVIATING ADHERENCE to the principle of making only papers of integrity has won Northwest a host of loyal friends. We are told repeatedly that no other papers have ever so completely satisfied the requirements of printer and advertiser . . . Obviously, only papers of proven merit could earn and hold such esteem.

VICTORY *War Quality* PAPERS

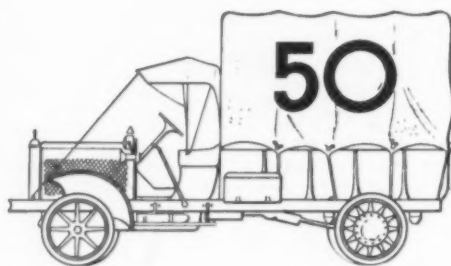
THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA

MAY 1943



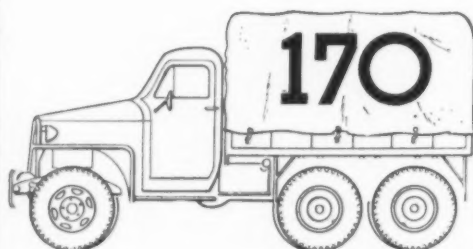
**TRUCKLOADS
of AMMUNITION**

... a minute, could be shot by
a Civil War division of 1500
infantrymen.



**TRUCKLOADS
of AMMUNITION**

... was the fire power, per
minute, of a division in World
War I.



**TRUCKLOADS
of AMMUNITION**

... are shot in a minute of com-
bat by an armored division to-
day ... 5000 pounds of metal
in $\frac{1}{3}$ of a second ... to say noth-
ing of the great mass of metal
used in the mechanized equip-
ment itself.

IT TAKES a half-ton of scrap to make every ton of armament. Industry's duty is to find and turn over 140,000 tons of scrap metal daily. Without that scrap there may be only half enough ships, half enough tanks, half enough guns and half enough progress toward victory.

In no other industry is scrap disposal facilitated with incentives like those of the Miller Wartime Scrap Allowance Plan. You are invited to enlist your obsolete and "border-line" printing machinery as scrap for the war effort—and for post-war pressroom rehabilitation. Write for simple details.



MILLER PRINTING MACHINERY CO.
PITTSBURGH, PA.

MODERN LITHOGRAPHY

PUBLISHED IN THE INTERESTS OF LITHOGRAPHERS EVERYWHERE



THE COVER

This Official U. S. Army Photo shows men from Ft. Frances E. Warren on maneuvers on the icy slopes of Pole Mt., Wyo., studying a map, symbol of one of lithography's outstanding functions in the war. For the first photos of an Army Mobile map plant see page 36.

May, 1943

Volume 11, No. 5

THERE IS A REVOLUTION going on in the packaging industry, and it's having a telling effect on many phases of litho operations. Lithographers in the field of labels, metal containers, or paper lithographed containers will be especially interested in the discussion beginning on page 38.

WHAT IS THE SITUATION of the graphic arts industry under the Controlled Materials Plan? Our Washington observer looks over the situation and also brings us up to date on other official rulings affecting our trade. (Pages 47 and 51).



Editor-In-Chief
WAYNE E. DORLAND

Managing Editor
ROBERT P. LONG

Technical Editor
IRENE H. SAYRE

Advertising Manager
THOMAS MORGAN

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MODERN LITHOGRAPHY

Reg. U. S. Pat. Office

GRANT A. DORLAND, President; IRA P. MACNAIR, Vice-President; WAYNE E. DORLAND, Secretary-Treasurer. Published monthly on the 15th by The Photo-Lithographer, Inc., Advertising and Editorial Office, 254 W. 31st St., New York, N. Y. ADVERTISING RATES: Advertising rates made known on application. Closing date for copy—20th of the month previous to date of issue. SUBSCRIPTION RATES: \$3.00 per year in the United States, \$4.00 per year in Canada. Single copies, 30 cents. Entered as second class matter at the Post Office at New York, N. Y., under the Act of March 3, 1879.

MAY 1943

5

DESIGNERS • MANUFACTURERS
16 MM SOUND PROJECTION
EQUIPMENT



VALETTE PRODUCTS

LITHO EQUIPMENT AND SUPPLY • 215 WEST OHIO ST • CHICAGO • SUPERIOR 1258

May 10, 1943

To Our Friends in the Litho Industry:

This advertisement doesn't sell a thing. It is purely explanatory.

It is addressed to our many friends in the lithographic industry who have purchased Valette equipment in the past and to the many lithographers who, after Victory, will again be turning their attention to the replacement of equipment and the expansion of their facilities.

Like many other prominent manufacturers, we too have turned our full productive effort toward supplying needed products for fighting the enemy and therefore cannot serve our friends the way we'd like. In order to meet urgent delivery dates for important war materials, the Valette plant has been completely re-equipped with the most modern machinery available. We are looking forward to the day when these modern facilities may be turned to the manufacture of civilian equipment of improved design and efficiency.

In addition, our research men are still at work on engineering developments to further the advancement of the lithographic industry.

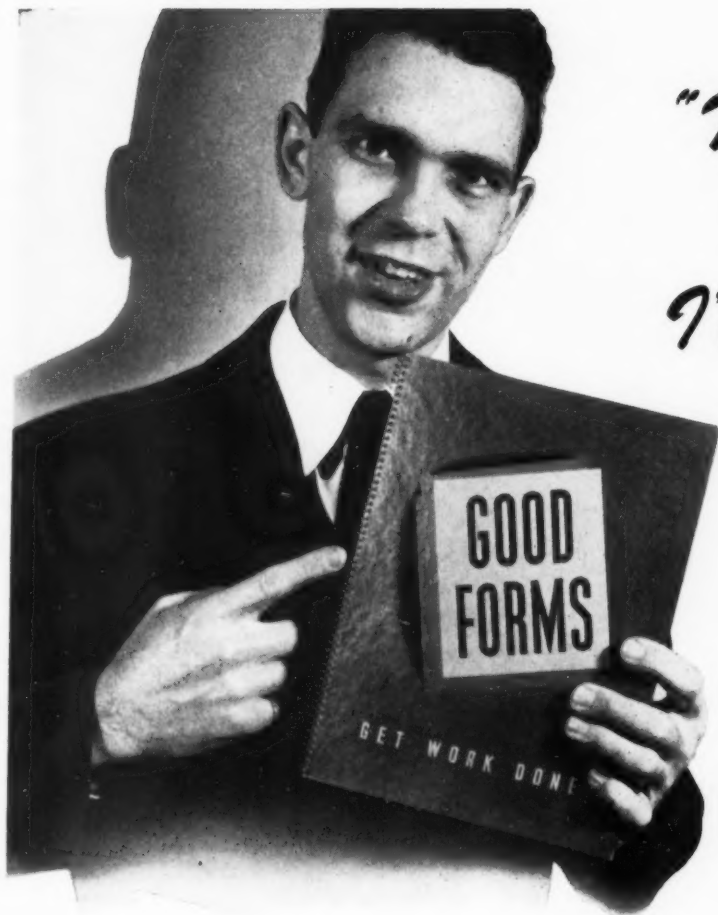
Yours for Victory,

LITHO EQUIPMENT & SUPPLY CO.

C. E. Valette

President

V PRECISION PRODUCTS FOR WAR AND INDUSTRY V



*"No, I'm not selling
PRINTING . . .
I'm selling the new
KNOW-HOW
. . . and how
it pays!"*

Doors open like magic when the man with some new "Know-How" comes along . . . important doors that lead right up to the desks where the good, fat, profitable orders are written.

There's a new book just been published that's packed full of the most valuable know-how that a printer or printing salesman could have these days . . . the complete know-how about the forms business, the kind of know-how that makes a buyer glad you came in because you have something new and worthwhile to show him.

With this book, you can show any form buyer how to do his job better, how to streamline the use of forms for his entire organization, perhaps how to save hundreds of man-hours in record-keeping, how to get better forms for less money.

You need this book. Forms are the big volume item in today's printing business . . . millions more than ever before are being used by industry, government and every branch of the Service . . . and it's steady business because they're being used fast.

We have produced this new book, "GOOD FORMS Get Work Done," as part of our contribution to the war effort. It represents months of study and research and a considerable investment of money . . . actual cost is more than a dollar a copy.

It is the simplest and most condensed book of its kind in existence today. The excellent and valuable information it contains has been boiled down to just 22 pages, indexed under 26 headings. You can read it in an hour . . . and it will be one of the best, most productive, most profitable hours of your life.

FREE

While our supply lasts, your personal copy will come to you free with the compliments of the Hawthorne organization. And . . . the edition is limited, so write at once. Use the coupon or your business letterhead.

**HAWTHORNE PAPER COMPANY
KALAMAZOO, MICHIGAN**

Please send me free copy of your new book "GOOD FORMS Get Work Done."

Name

Address

City State

Company Name MI.

NEW YORK PRINTERS & BOOKBINDERS MUTUAL INSURANCE COMPANY



The Insurance Company of the
GRAPHIC ARTS INDUSTRY

AFFORDING A MAXIMUM OF SERVICE THROUGH SPECIALIZING—FOR MORE THAN A QUARTER OF A CENTURY (ORGANIZED IN 1914)—IN THE INSURANCE NEEDS OF THE GRAPHIC ARTS INDUSTRY. A MUTUAL INSURANCE COMPANY THAT PROVIDES THIS MAXIMUM OF SERVICE AT A MINIMUM OF COST.

THE ALLIED PRINTING TRADES OWN COMPANY, HAS PAID BACK TO ITS POLICYHOLDERS MORE THAN 24.2% OF PREMIUMS BY DIVIDENDS TO POLICYHOLDERS. SINCE ORGANIZATION MORE THAN \$1,356,141.00 IN DIVIDENDS HAVE BEEN PAID ON \$5,597,842.62 OF PREMIUMS.

COMPENSATION and AUTOMOBILE LIABILITY INSURANCE

... at reduced costs to the Industry

CHECK THE COMPANY . . . AT A GLANCE

1942 Premiums Written

\$441,327.16

1942 Assets

\$981,980.03

1942 Surplus

\$472,556.89

Condensed statement of the condition of the company as of December 31st, 1942

ASSETS

Cash
On deposit with Bankers Trust Company, et al (except for \$598.52 in company's office)

\$53,895.85

***U. S. Government Bonds**
Equivalent to over 70% of all Bonds and Stocks held

477,613.59

***Other Bonds and Stocks**
Rails, Utilities, Industrials and Banks

208,017.62

Mortgages
First Mortgage Loans on improved New York City real estate

41,180.43

Real Estate
Acquired as a result of foreclosures

40,355.30

Premiums in Course of Collection
Due the company on policies just issued, excluding any premiums on policies more than ninety days old

\$128,433.74

Deposit in Mutual Corporations Reinsurance Fund
On deposit jointly with moneys of other mutual companies, to be used in the event of a catastrophe loss — total in fund, \$458,308.23

25,707.80

Interest Accrued, etc.
Interest earned to date, payable within the next six months

6,775.70

\$981,980.03

SURPLUS

\$472,556.89

*Bonds and Stocks valued on basis prescribed by the New York Insurance Department.

Securities carried at \$249,218.75 included above are deposited as required by law.

Reinsured against any one loss, without limit, in excess of \$10,000.00.

LIABILITIES

Loss Reserve
Set aside as required by law to meet future payments due or which may become due (including estimated expenses of investigation and adjustments) on all accidents which occurred prior to date of this statement.

\$266,594.68

State Industrial Commission Expense
Estimated amount hereafter payable to New York State Industrial Commissioner, for expenses of administering the Workmen's Compensation Law

16,201.19

Unearned Premium Reserve
Pro rata portion of premiums unearned on policies which have not expired. For example: a premium for a \$100 policy

35,631.64

\$509,423.14

Contingency Reserve

Representing difference between total values carried in assets for all bonds and stocks owned and total market value December 31st, 1942.

6,196.53

Dividend Reserve

Set aside to meet future payments on unexpired policies expiring up to and including Jan. 31, 1943.

NEW YORK PRINTERS & BOOKBINDERS MUTUAL INSURANCE COMPANY

C. F. Von Dreusche, Sec. and Gen. Mgr.

147 FOURTH AVENUE • • Telephone GRamercy—7-6530 • • NEW YORK, N. Y.





GIVE UNCLE SAM A LIFT!

"Hitch-hike" advertising, they call it in Washington. It's the war-time advertising, printed or spoken, that gives Uncle Sam a lift . . . all the way or just down to the bend in the road. It's the advertising that tells you what you know about War Savings Bonds, the War Loans, the need of salvage and conservation and staying on the job. It's been heavy, too. America's advertisers have spent nearly \$100,000,000, we're told, to help Uncle Sam sell.

So give Uncle Sam a lift. Take him along . . . through the mails . . . into the newspapers and magazines . . . over the air. He's going your way!

That's all . . . except to remind you again that the fine and diversified printing surfaces of Mead, Dill & Collins, and Wheelwright papers are available to go along . . . that "Paper Makers to America" is bending every resource to continue to provide them . . . that informed Mead merchants the nation over await your call.

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



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THE MEAD SALES COMPANY
DILL & COLLINS INC.
WHEELWRIGHT PAPERS, INC.

230 PARK AVENUE, NEW YORK CITY

New York
Chicago

Philadelphia
Dayton

Boston
Kingsport

THE MEAD CORPORATION



GREET'S LNA

The problem of operating under a war economy is not so simple; so the LNA War Conference this year should be of inestimable aid to lithographers and associated industries. F & L, as ever, will be on tap to lend a hand.

THE FUCHS & LANG MFG. COMPANY

(ESTABLISHED 1870) • • DIVISION • GENERAL PRINTING INK CORPORATION







100 SIXTH AVENUE • NEW YORK, N. Y.

BOSTON CHICAGO CINCINNATI CLEVELAND ST. LOUIS FORT WORTH PHILADELPHIA SAN FRANCISCO LOS ANGELES TORONTO, CANADA

METZIG



PASS THE ASPIRIN

-  If you are lithographing war work for government departments or for contractors to government departments, you have problems. Some of them are headaches and if they aren't headaches now they are likely to be headaches in the near future. You will need the aspirin.
-  If you are not doing any war work there are other problems that generate from the war activities, government regulations, etc.
-  Just one of the big problems facing the entire Graphic Arts industry is manpower and how lithographic plants doing necessary war work can maintain a staff of competent, skilled employees, some of whom are in the vulnerable group: 18 - 38 years of age. Your efforts with local draft boards may have been successful or otherwise. You may fully understand all of the steps necessary to be taken to secure deferment of key men.
-  Paper supply and various orders affecting its purchase and use are not clearly understood by every one. Chemicals, inks and a host of other materials used in our industry are subject to various restrictions, some of which are understood, some not. How to get the needed supplies, the use of various priority orders seems not to be very clearly understood by many lithographers.
-  These and many other war problems will be discussed at our Annual Meeting and War Problems Conference to be held at the Edgewater Beach Hotel, Chicago, Illinois, May 10, 11 and 12, 1943. Monday and Tuesday, May 10 and 11, will be open sessions. On Wednesday, May 12, will occur the Annual Meeting of members of the Association. Make your reservations direct with the hotel.
-  All lithographers who are seriously interested in this present situation are welcome. No entertainment beyond our Annual Dinner will be planned. This will be a serious meeting for those looking for information and guidance.

LITHOGRAPHERS NATIONAL ASSOCIATION, INC.

420 Lexington Avenue · New York, N.Y.

MERCURY PRODUCTS



KEY TO QUALITY

Greetings
**LNA
CONVENTION**

Open the door to quality with Mercury Products

—and watch those repeat orders stream in. The day when printing was bought mainly on price is gone. Today your customers demand the finest work, and they'll pay for craftsmanship.

Q You can give your customers cleaner, snappier jobs with these master-made rollers and blankets. Q Custom-built to meet the exact demands of each type and make of press . . . they fit the characteristics of your machines like the right key fits a door. Q Mercury

Rollers and Blankets put solids down **SOLIDLY**, graduate tone values as smoothly as evening shadows fall at sundown.

Q You'll see a "night and day" improvement in your reproductions the moment you install Mercury Products.



RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street

CHICAGO

IT'S NO PICNIC

TO RUN A BUSINESS IN WARTIME

It requires clear thinking and up-to-the-minute knowledge to keep a lithographic plant in successful operation in today's complex situation. Conditions are changing overnight, and it is often vitally important to have the latest information at your fingertips. Problems of manpower, price ceilings, priorities, repair parts, shortages, taxes, paper restrictions, sometimes are overwhelming, and executives who must be concerned with management and production do not always have time to wade through the quantities of important material emanating from Washington.

It is the purpose of your trade association to study, digest, and explain these complex factors and to place the answers to your problems at your fingertips. Members of the National Association of Photo-Lithographers regularly receive helpful bulletins prepared for ring-binder filing for quick reference. Much of the material contained in these bulletins deals with WPB, OPA, Manpower, Labor, and Wages and Hours. Occasional data sheets are issued on Trade Practices, Costs and Estimating, Selling, Production, Copyrights, and Management. They contain down-to-earth information to help our members with their everyday problems.

NATIONAL ASSOCIATION of PHOTO-LITHOGRAPHERS
1776 Broadway New York

MAIL THIS COUPON FOR COMPLETE INFORMATION

NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

1776 Broadway, New York, N. Y.

Dear Mr. Soderstrom: I am interested in knowing more about your work. Our press equipment is:

No. Size Make

.....
.....
.....
.....
.....

FIRM NAME.....

EXECUTIVE

ADDRESS

CITY

STATE



"K" ration battles in paper armor

• Next to his rifle, this "Army Field Ration K" is the fighting man's best friend.

It sails down out of the sky with paratroopers. It goes up the beaches with landing parties. It's dropped from planes, dragged through rivers, thrown into foxholes.

Naturally, the "K" ration package must be able to resist practically every known form of destruction. It must protect its contents against impacts big and little, sea-water soaking, heat, cold, insects, rough-and-tumble transport.

And it does. Paper was given the packaging problem — paper did the job.

From paper practice bombs to paper-plastic glider wings, from helmet liners to the top sergeant's

roll call — paper is in the fight. Every day, startling new uses for paper are discovered, and new needs for paper appear. The world of paper is not only a rapidly changing world, it is also an expanding world. We are making paper at the rate of a *thousand miles a day*, and we know a lot about the things paper is doing today, and will do tomorrow.

The lights in our laboratories burn late these days, as we search for more ways in which paper can serve the war effort. All our research facilities, and our best engineering talent, are devoted to that end.

When materials are again available, unusual papers for many purposes will be ready for your use. In the meantime, Oxford merchants and Oxford salesmen are at your service.

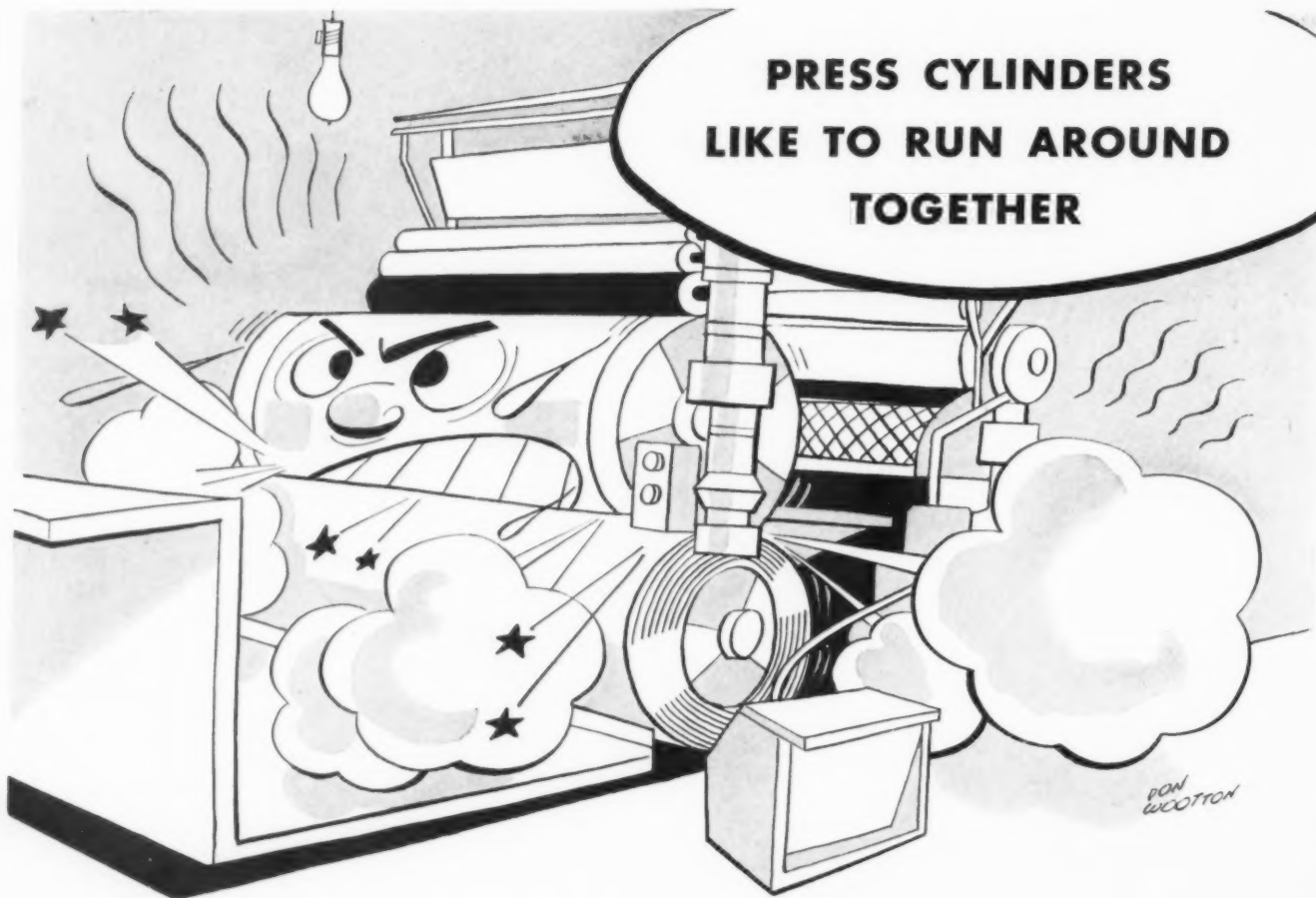
OXFORD PAPER COMPANY

230 Park Avenue, New York, N. Y.

Mills at Rumford, Maine & West Carrollton, Ohio

Western Sales Office: 35 E. Wacker Drive, Chicago, Illinois





There's nothing harder on a litho plate than getting caught between a couple of cylinders that have different ideas about RPM's. Just a little carelessness in packing either the plate cylinder or the blanket cylinder can transform your press into a mighty effective grinding machine. A couple of thousandths too much packing on either cylinder will increase the circumference of that cylinder a good deal; then the smaller cylinder has to run like a rabbit to keep up with it. But it turns out that the small cylinder won't even try to keep up; it just drags its feet and scrubs the grain right off the aluminum plate.

In these days when all the aluminum is going off to war, you can't replace those aluminum litho plates you bought before Pearl Harbor. You've got to do everything you can to keep the ones


you have in good condition. Watch the cylinder packing; keep both cylinders packed evenly. That keeps the circumference of both cylinders uniform—keeps them in step, avoids needless scrubbing of the grain with resultant excessive regraining, makes the plates last longer.

You bought aluminum litho plates in the first place because they give you longer runs between regraining, print better, and give better results. Get the most mileage out of those now-unreplaceable plates by giving them a square deal on the press.

We are still interested in those plates, and shall be glad to give you any help we can to keep them running. And after the war is won, we'll be back again supplying new and improved aluminum litho plates to you. ALUMINUM COMPANY OF AMERICA, 2116 Gulf Building, Pittsburgh, Pa.

ALCOA · ALUMINUM

LITHOGRAPHIC PLATES



Cut Engine No. 2

SAVE to WIN

Buy War Bonds!

Flight apron mechanics at one of the country's big airplane plants can't talk to each other over the roar of the powerful engines they are tuning, so they speed their work with signals like this. ● Such a gesture's as easy to understand as one of the production signals flashed continuously in war plants from coast to coast by office and factory forms printed on the six easy-to-see, hard-to-overlook wartime colors of

HOWARD BOND

Also available in White and Ivory . . . for letterheads



LEATHER ROLLERS

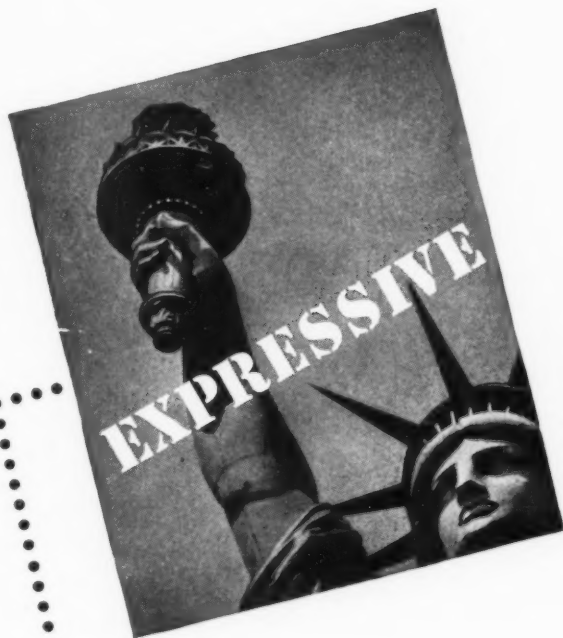
Modern Roberts & Porter smooth leather distributor rollers are plentiful. Contrary to the impression shoe rationing may have given, there is an abundant supply of domestic leather for distributor rollers. There is not, as in the case of rubber, a serious shortage for military needs. Furthermore, Roberts & Porter smooth leather distributor rollers are today manufactured from 100 per cent domestic hides which have been carefully selected and therefore are always uniform in quality. So not only are Roberts & Porter smooth leather distributor rollers plentiful, they're better than ever. Remember that—and order yours today.

ROBERTS & PORTER INC. • Lithographers Supplies

402 SOUTH MARKET ST., CHICAGO • 100 LAFAYETTE ST., NEW YORK

Canadian Representative: Canadian Fine Color Co., Toronto • Montreal

SELL *Quality with* **ECONOMY**
in wartime printing



This folder entitled,
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is full of informative and timely suggestions
FOR WARTIME PRINTING PIECES

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It means a new emphasis on efficiency.

Expressive printing makes any job you

do more effective. Good printing with

good design and good paper combine

to dramatize the idea...to convey the

impression more quickly, with added

emphasis. **Strathmore Expressive Papers**

can help you to be sure that the

printing you do makes a quality

impression instantly.

Strathmore **PAPER COMPANY**
WEST SPRINGFIELD, MASS.

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May you enjoy your War Time Gathering!

Adopt **LTF** laboratory-tested chemicals
and minimize your platemaking problems

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Always fresh—no impurities, suitable for either Zinc or Aluminum plates and all types of grain.

No. 16 STABILIZED GUM SOLUTION
14 degrees Baumé, manufactured from the finest of imported Gum Arabic. A new solution to link the circle of **LTF** Plate Making Chemicals.



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Sinclair and Valentine Co.

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Lithographed in 4 colors

WARREN'S Cumberland Offset

► **PRE-CONDITIONED** ◀

WOVE & SPECIAL FINISHES

Postal regulations prohibit sampling of paper in this publication, therefore Cumberland Offset is not used for this insert.
Sample Book of all finishes of Warren's Cumberland Offset may be secured from your Warren merchant.

Leading
PAPER MERCHANTS
who sell and endorse
Warren's Standard Printing Papers

ALBANY, N. Y.	Hudson Valley Paper Company
ATLANTA, GA.	Sloan Paper Company
BALTIMORE, MD.	The Barton, Duer & Koch Paper Co.
BATON ROUGE, LA.	Louisiana Paper Company, Ltd.
BIRMINGHAM, ALA.	Strickland Paper Company
BOISE, IDAHO	Zellerbach Paper Company
BOSTON, MASS.	Storrs & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHARLOTTE, N. C.	Caskie Paper Company, Inc.
CHICAGO, ILL.	Chicago Paper Company
CINCINNATI, OHIO	The Diem & Wing Paper Company
CLEVELAND, OHIO	The Petrequin Paper Company
COLUMBUS, OHIO	The Alling & Cory Company
DALLAS, TEXAS	The Diem & Wing Paper Company
DENVER, COLO.	Olmsted-Kirk Company
DES MOINES, IOWA	Carter, Rice & Carpenter Paper Co.
DETROIT, MICH.	Western Newspaper Union
EUGENE, ORE.	Seaman-Patrick Paper Company
FORT WORTH, TEXAS	Zellerbach Paper Company
FRESNO, CAL.	Olmsted-Kirk Company
GRAND RAPIDS, MICH.	Zellerbach Paper Company
GREAT FALLS, MONT.	Quimby-Kain Paper Company
HARTFORD, CONN.	The John Leslie Paper Company
HOUSTON, TEXAS	Henry Lindenmeyr & Sons
INDIANAPOLIS, IND.	L. S. Bosworth Company
JACKSONVILLE, FLA.	Crescent Paper Company
KANSAS CITY, MO.	Virginia Paper Company, Inc.
LANSING, MICH.	Midwestern Paper Company
LITTLE ROCK, ARK.	The Weissinger Paper Company
LONG BEACH, CAL.	Western Newspaper Union
LOS ANGELES, CAL.	Arkansas Paper Company
LOUISVILLE, KY.	Zellerbach Paper Company
LYNCHBURG, VA.	Zellerbach Paper Company
MILWAUKEE, WIS.	Miller Paper Company, Inc.
MINNEAPOLIS, MINN.	Caskie Paper Company, Inc.
NEWARK, N. J.	Nackie Paper Company
NEW HAVEN, CONN.	The John Leslie Paper Company
NEW ORLEANS, LA.	Henry Lindenmeyr & Sons
NEW YORK CITY	L. S. Bosworth Company
OAKLAND, CAL.	Crescent Paper Company
OKLAHOMA CITY, OKLA.	Virginia Paper Company, Inc.
OMAHA, NEB.	Midwestern Paper Company
PHILADELPHIA, PA.	The Weissinger Paper Company
PHOENIX, ARIZ.	Western Newspaper Union
PITTSBURGH, PA.	Arkansas Paper Company
PORTLAND, ME.	Zellerbach Paper Company
PORTLAND, ORE.	Zellerbach Paper Company
RENO, NEV.	Zellerbach Paper Company
RICHMOND, VA.	B. W. Wilson Paper Company
ROCHESTER, N. Y.	The Alling & Cory Company
SACRAMENTO, CAL.	Zellerbach Paper Company
ST. LOUIS, MO.	Beacon Paper Company
ST. PAUL, MINN.	Tobey Fine Papers, Inc.
SALT LAKE CITY, UTAH	The John Leslie Paper Company
SAN DIEGO, CAL.	Zellerbach Paper Company
SAN FRANCISCO, CAL.	Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA.	Louisiana Paper Company, Ltd.
SPOKANE, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	The Paper House of New England
STOCKTON, CAL.	Zellerbach Paper Company
TOPEKA, KAN.	Midwestern Paper Company
TROY, N. Y.	Troy Paper Corporation
TULSA, OKLA.	Tulsa Paper Company
WACO, TEXAS	Olmsted-Kirk Company
WALLA WALLA, WASH.	Zellerbach Paper Company
WASHINGTON, D. C.	Stanford Paper Company
YAKIMA, WASH.	Zellerbach Paper Company

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WARREN'S Cumberland Offset

► **PRE-CONDITIONED** ◀

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WARREN'S Cumberland Offset is *pre-conditioned* by the exclusive process that has been used successfully on Warren's Label papers. Under average pressroom conditions, both winter and summer, Cumberland Offset may be run directly from the case or skid without further conditioning by hanging.

Comprehensive pressroom tests indicate that Cumberland Offset exhibits a minimum of stretch or shrinkage under changing atmospheric conditions. Tendencies toward curling and "cockling" are held to a minimum—even under extreme conditions of relative humidity.

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Write for free booklet—"How Will It Print by Offset"

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NOW IS *NO TIME* TO SLOW DOWN!

There has been a hit and a follow-up—but victory in battle comes only when the enemy is destroyed or surrenders.

There can be no let-down while the war lasts. There is still much to do—and Offset Lithographers have a part of growing importance. They are rushing maps, templates, instruction sheets, blue-print reproductions, and hundreds of other special jobs that speed up war production.

Lithographers who meet the schedules this kind of work demands have no time to experiment with untried rollers. They must have maximum production. They can be sure of a known standard of quality when they use Bingham's SAMSON (Vulcanized Oil) or Bingham LITHO-PRINT (Rubber) Offset Rollers.

Your Bingham representative can supply promptly all the Bingham Rollers you need.

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Roller Makers Since 1847

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...you'll want to consider

Offset Lithography

after the war!

Developments now taking place in offset lithography promise to make this process a "printing must" for most letterpress printers after the war. Watch these pages during succeeding months for significant statements regarding the future of offset lithography as it will affect your business.

OFFSET DIVISION OF

American Type Founders

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ONE CAR now does the work of TWO!

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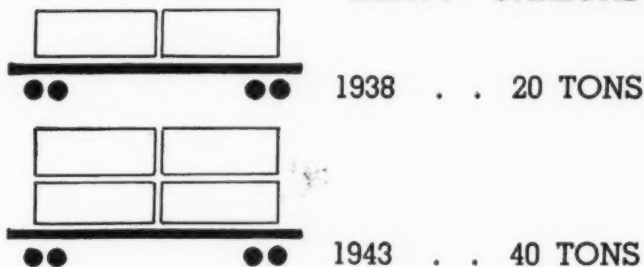
work of TWO!

Of course men and goods to lick Hitler have shipping priority over printing papers. And of course Uncle Sam has first call on the rolling stock of the railroads.

That's why the industries of the country are making one freight car do the work of two.

Twenty tons used to be a "heavy" peacetime carload of paper. Today, 40-ton carloads are not uncommon. *Every inch of shipping space must be filled.*

"HEAVY" CARLOAD



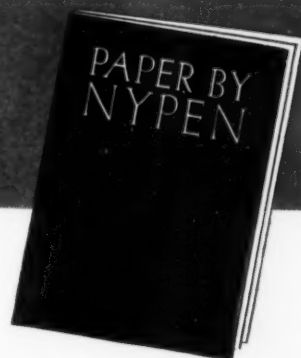
And that's why "next day" paper mill shipments are no longer practical. Mills that formerly averaged 3 or 4 carloads of paper a week to the large metropolitan printing centers must today content themselves with 1 or 2.

Because NYPEN realizes that delayed shipments are serious for the printer and lithographer, we are asking you to help avoid them by making every effort to anticipate your paper needs and to get your orders in well in advance of "dead line."

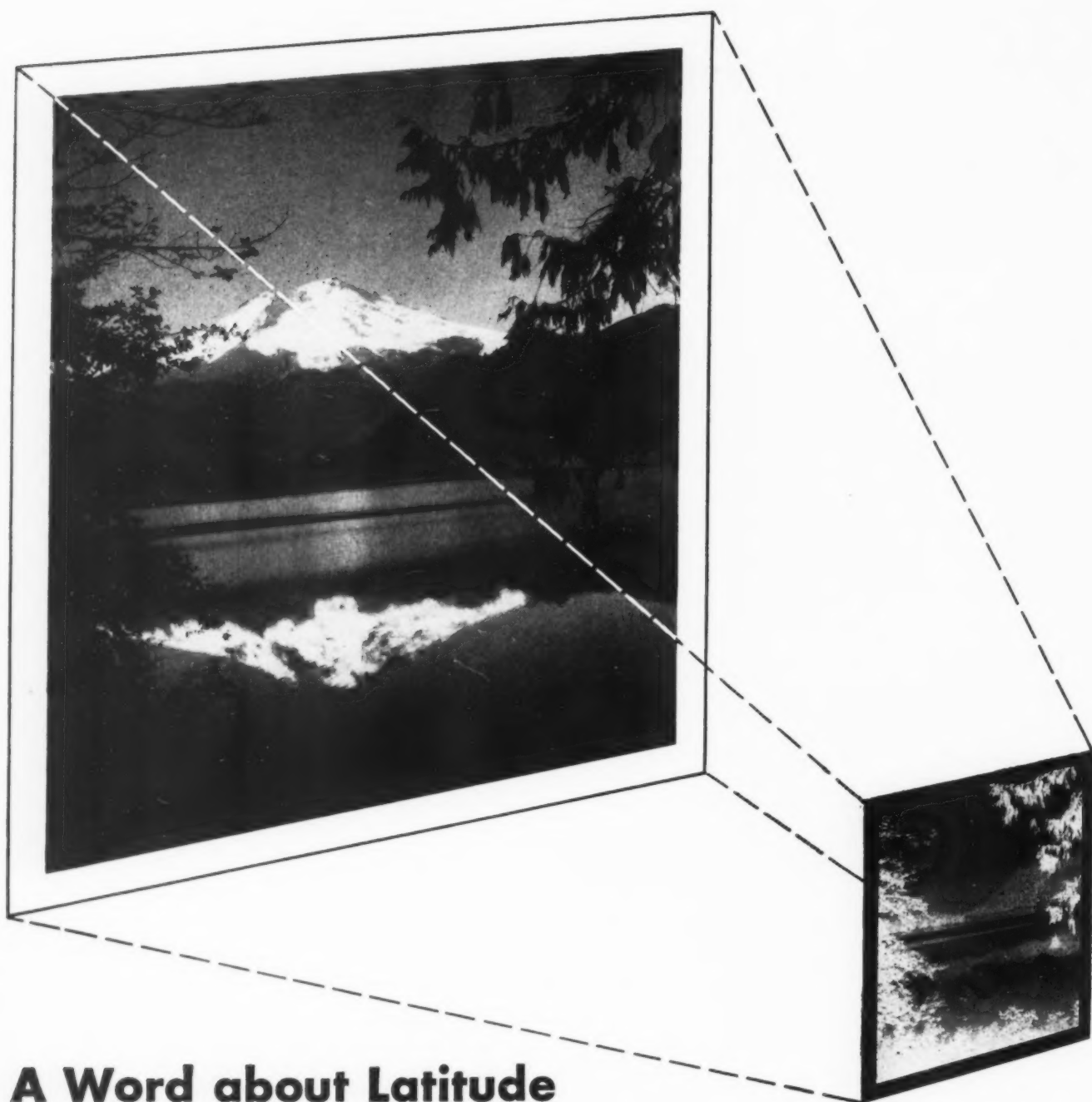
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Mills at Lock Haven, Pa.

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This new book — "Papers by NYPEN" — is a picture story about the mills that make NYPEN papers. Send for your FREE copy now.



A Word about Latitude

WARTIME is no time to be making "retakes." With the Government's increasing requirements, with production capacity crowded . . . film must be conserved.

That's why the unusual latitude found in all Agfa Ansco Reprolith Films is of such tremendous importance to you. That latitude . . . that extra control factor you achieve . . . goes a long way towards solving today's problem of making sure that every shot counts.

As always, you have the assurance of the inherently high contrast and the great resolving power that contribute to the accuracy of reproduction you obtain when using Reprolith.

There are six types of Reprolith available—to meet all of your

requirements for line or screen or for black-and-white or color work. Please try to anticipate your requirements as far as possible. **Agfa Ansco, Binghamton, New York.**

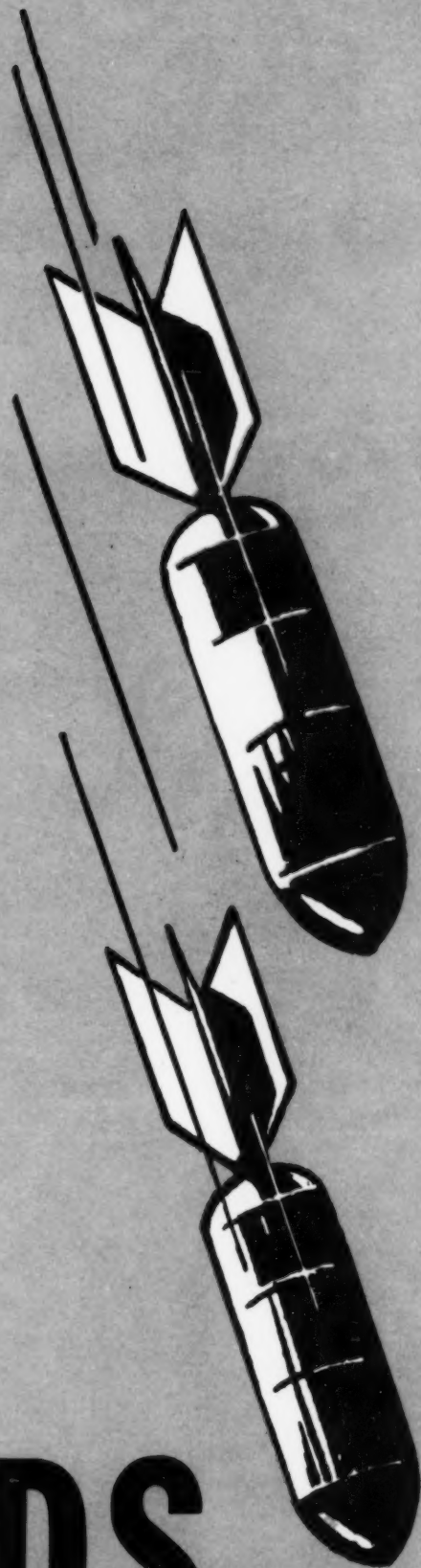
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REPROLITH FILMS

**KEEP YOUR EYE ON ANSCO—
FIRST WITH THE FINEST**

If you can't
drop one—
invest in one!

**BUY
WAR BONDS**



LEWIS ROBERTS, INC.
FINE PRINTING INKS

JUST PUT YOUR GLASS ON THIS ONE—



An example of Knudsen ORTHOGLYPH Screen
PLATES BY OFFSET PRINTING PLATE CO., NEW YORK

For the Finest of Halftones or Jet-Black Solids

THIS INSERT LITHOGRAPHED
WITH LEWIS ROBERTS INKS

Victory Offset Black 01736

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ABOVE you see one of the developments ahead in offset lithography, the use of finer screens. Now, as in the past, the quality of Lewis Roberts Precision Offset Inks is in step with the new developments and improvements in the lithographic industry. Technical ink laboratory and service from eighteen branches.

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Manufacturers of Precision Offset Inks



The World Outlook?
What's In Store For America?
How About Your Business and Ours?

Oh, that we had the power to peer into the unborn days to come, and help answer all the questions. But, there's no greater authority than the Bible, which says: "It is given to no man to look into the future."

We here at The Chillicothe Paper Co. feel that this will be a year of hard work, of patriotic effort, a year of Victory along many lines, no matter what happens. (Do not think us pessimistic because of this "no matter what happens" . . . as we most EMPHATICALLY include Victory for our armed forces.)



CHILICOTHE
A BUY - WORD
FOR HIGH-GRADE **PAPERS**
THE CHILICOTHE PAPER CO.
Chillicothe, Ohio
MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS

BUY WAR BONDS!



Lamps for the speed of emulsion

THE PHYSICIST pictured here is measuring the candle-power of light bulbs. The purpose of his work is to standardize the lamps that are used for sensitometric testing of film coatings.

Through these lamps the characteristics of film emulsions are tested. The results from a series of sensitometric readings govern the maintenance of emulsion uniformity. They permit expressing both the speed and contrast of the emulsion in terms which are readily understood wherever film is used.

This is simply one of many precision tests made in the Du Pont Research and Control Laboratories. It assures us . . . and you . . . that when Photolith Film is used in your camera you know that the speed and contrast of the emulsion will measure up to definite standards. When you specify the film . . . ask your dealer for dependable Du Pont Photolith Film. You'll like its performance. But remember, war needs must come first, and you may find that stocks of Photolith Film may be temporarily incomplete.

E. I. du Pont de Nemours & Company (Inc.), Photo Products Department, Wilmington, Delaware.



**PHOTOLITH
FILM**

*Better Things for Better Living
... THROUGH CHEMISTRY*

MODERN LITHOGRAPHY



No one can predict with any degree of certainty the length of the term "for the duration" Although several prognostications have been advanced we don't feel that it is within our province to forecast. We do suggest, however, that you make your equipment and materials go as far as possible because new RUTHERFORD equipment

will not be obtainable for the duration. The safest course to follow is to devote some time to a maintenance check, give your tools the "loving care" they deserve — don't neglect oiling procedure, make small repairs when needed. « « Our service staff is ready to help you — don't put it off: write RUTHERFORD today.

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 DIVISION • GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE • NEW YORK. N. Y.

Champion's Southern Accent

IS ON QUALITY AND QUANTITY



Champion developed its own sources of supply thirty-five years ago, when it pioneered the south for pulpwood for making fine papers, and enough of it for big production. Constant research and scientific mill operation have produced many improvements in method and product, increased output time after time, and prepared for the immensity of today's war-time demands. This farsighted planning enables Champion in this emergency to provide pulp for explosives and paper for many war and essential civilian uses at home and abroad.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . 2,000,000 Pounds a Day*

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g u e s t e d i t o r i a l s

IN THE twelve months which have elapsed since the Lithographic Industry met in Convention in Chicago a year ago, it has proved its position as an integral part of the direct war effort. It is fitting, therefore, that it should gather now in a War Problems Conference—a meeting dedicated to a serious appraisal of our present position and of the opportunity and obligation for intensified action in furtherance of the war effort.

The problems facing the Industry today are many and perhaps more acute than at any time in its history. Their solution lies not in independent action but rather in common council. The Lithographers National Association through the years has provided the opportunity for such common council. It has given leadership and has devoted itself unselfishly to a furtherance of the common good of the Industry.

During the past two years, in which it has been my privilege and pleasure to serve as President, there has been increasing evidence on the part of the Industry at large of its endorsement and approval of the guiding policies of the Association. This approval is freely expressed in the increasing flow of letters to the Secretary's office from members and non-members alike but more tangible evidence is perhaps to be found in the steadily increasing membership indicating as it does spreading desire to share not only the privileges but also the obligations of membership. I have enjoyed the opportunity afforded me of becoming more intimately acquainted with many of my fellow-lithographers. Their inherent friendliness, their willingness to pitch in and work unselfishly for the welfare of their Industry are indicative of the membership at large. I have increasing pride in the Industry of which I am a part.

The coming months will be difficult ones for all of American industry. We shall need to exercise patience

(Continued on Page 75)



by
MILTON P. THWAITE
President
LITHOGRAPHERS
NATIONAL
ASSOCIATION

by
W. FLOYD MAXWELL

Secretary
LITHOGRAPHERS
NATIONAL
ASSOCIATION



LITHOGRAPHERS' problems are today many. There are, as always, the problems arising out of the individual accounts to be served, old customers with their particular or peculiar requirements, selection of new markets, problems of production, delivery schedules to be met, etc., etc. There is another set of newer problems arising out of the squeeze exerted on "business as usual" by the impact of the still expanding war economy. Paper restrictions, metals controls, maintenance and repair difficulties, price regulation and, perhaps most important of all, manpower maintenance and procurement.

The Industry met in Convention in Chicago just one year ago and many of the problems referred to above were under study at that time. In the course of the past year, however, most lithographers have faced another, and fundamentally a more important, problem. This was a question involving decision on basic policy, and from here on out to the successful conclusion of the war that decision will become increasingly important for individual lithographers. We refer, of course, to the question of whether to convert capacity as fully as possible to war work or to content oneself with continuing to serve the usual market. In some instances decision was forced by the sharp decline of normal markets served; in most instances, however, decision was arrived at on other grounds. In some cases the necessity for decision has not yet been recognized.

It would be utterly foolish to attempt to gauge the future and still more foolish to attempt to draw up a time table for future events. One can guess that certain materials might be denied to lithographers manufacturing certain products. One can guess that such products as advertising materials might be placed under price control. One can guess that as the Industry loses additional men to the armed forces or to other war industry that

(Continued on Page 75)



The Edgewater Beach Hotel, where conference will be held.

LNA Tackles War

Three-day meeting in Chicago, May 10-12, to study industry's war problems open to all

THE three-day program for the War Problems Conference being held by the Lithographers National Association in Chicago, May 10, 11, and 12, indicates that virtually every phase of the lithographer's many wartime operating problems will be aired during the brim-full schedule. The conference is planned for all interested persons in the trade and is not limited to LNA members. Highlights of the three days will include an authoritative discussion of government lithographing contracts by the U. S. Public Printer, wage and salary stabilization by a representative of the War Labor Board, and the latest word on the essentiality status of the lithographic industry as it relates to operating materials and supplies and to manpower. The industry's direct contribution to the war is expected to be emphasized by Col. W. A. Johnson, Commanding Officer of the Army Map Service, and by Maj. William C. Cude, of Fort Bel-

voir, Va., who will discuss map production in the field. The role of women in the lithographic industry will be discussed by Lt. Col. James G. Strobbridge of the Army Map Service.

The entire supply situation will be dealt with on the afternoon of the opening day following a discussion on postwar planning by Thomas H. Beck, president of Crowell-Collier Publishing Co. Facts about the paper supply situation, the supply of film, and a review of the general current situation on ink, metals, chemicals, etc. will be given by specialists in these fields. The Tuesday program is devoted almost entirely to various phases of government activities as they relate to lithographic problems. Wednesday is to be the annual meeting of the LNA.

In keeping with the times, the LNA has not planned any entertainment features other than the annual dinner which will be held Tuesday evening.

May 11. All sessions will be held at the Edgewater Beach Hotel, on Chicago's North Shore.

Here is the program:

MONDAY

10:30 A. M. (Mon.)

WELCOME TO MEMBERS AND GUESTS

Milton P. Thwaite, Dennison & Son, Long Island City, N. Y., Pres., Lithographers National Association Inc.

"GOVERNMENT — YOUR NUMBER ONE CUSTOMER"

The Honorable A. E. Giegengack, Public Printer of the United States

"RATION BANKING AND THE BANK STATIONER"

Russell Wilcox, Chicago Representative, Ration Banking Section, Office of Price Administration

Point of Purchase to Meet

The Point of Purchase Advertising Institute, Inc. will hold its third annual meeting on Monday, May 10th, at a luncheon at the Edgewater Beach Hotel, Chicago, during the annual convention of the Lithographers' National Association. Through cooperation of L.N.A., the luncheon meeting has been arranged to begin at 12 o'clock and will end at 2 o'clock promptly, in order to permit attendance at L.N.A. afternoon sessions.

"THE FACTS ABOUT PAPER SUPPLY"

(Speaker to be announced)

"THE FACTS ABOUT FILM SUPPLY"

Victor W. Hurst, Director, Graphic Arts Division, Eastman Kodak Company, Rochester, N. Y.

"WAR PRODUCTION BOARD'S VIEWPOINT REGARDING LITHOGRAPHY"

John M. Wolff, Jr., Chief, Lithographic Section, Printing and Publishing Division, War Production Board, Washington, D. C.

2:00 P. M. (Tues.)

"MAP REPRODUCTION IN THE FIELD BY THE CORPS OF ENGINEERS"

Major William C. Cude, C. E., Chief, Mapping Branch, Engineer Board, Fort Belvoir, Virginia

"THE LITHOGRAPHING INDUSTRY AND WAR MAPS"

Colonel W. A. Johnson, C. E., Commanding Officer, Army Map Service, Washington, D. C.

"WOMEN MAP MAKERS IN THE WAR"

Lt. Col. James G. Strobbridge, C. E., Chief, Production Division, Army Map Service, Washington, D. C.

"MANPOWER MOBILIZATION AND THE LITHOGRAPHER"

(Speaker to be announced), War Manpower Commission

"LOCAL DRAFT BOARDS—THEIR PROBLEM AND YOURS"

(Speaker to be announced), Selective Service

7:30 P. M. (Tues.)

PRESIDENT'S RECEPTION

Cocktails

Courtesy Harris-Seybold-Potter Co.

8:30 P. M. (Tues.)

ANNUAL DINNER

All members of the Industry, the ladies and Convention guests are cordially invited and are urged to attend—Entertainment—Music and Dancing

WEDNESDAY

9:30 A. M.

ANNUAL MEETING OF LITHOGRAPHERS NATIONAL ASSOCIATION

Roll Call, Minutes of Last Meeting, Report of Officers, Election of Directors, Such other Business as may come up.★★

Problems

"PRICE CEILINGS AND THE LITHOGRAPHER"

William K. Kidder, Chicago representative, Paper and Paper Products Branch, Office of Price Administration

"THE LITHOGRAPHING TECHNICAL FOUNDATION"

Alfred B. Rode, President

12:00 Noon (Mon.)

(Point of Purchase Advertising Institute, Inc., will hold its annual dinner meeting Monday noon. See accompanying story for details.)

2:00 P. M. (Mon.)

"SOME THOUGHTS ON POST-WAR PLANNING"

Thomas H. Beck, President, Crowell-Collier Publishing Company, New York, N. Y.

"WAGES AND SALARIES STABILIZATION"

(Speaker to be announced)

"THE GENERAL SUPPLIES SITUATION IN REVIEW"

Fred A. Weymouth, International Printing Ink, Chicago, Ill.

7:00 P. M. (Mon.)

Dinner Meeting — Bank Stationers Group of Lithographers National Association

TUESDAY

9:30 A. M. (Tues.)

"OWT's DOMESTIC BRANCH—ITS POLICIES AND OPERATION"

Seymour Morris, Deputy Chief, Office of Program Coordination, Office of War Information, Washington, D. C. (Probably with slides or motion pictures)

"GRAPHIC ARTS VICTORY COMMITTEE—ITS POLICIES AND OPERATION"

Henry Hoke, Chairman, Program Committee, Graphic Arts Victory Committee, New York, N. Y.

REPORT OF NOMINATING COMMITTEE



MAP

Mobile unit at Mitchell Field is typical of Air Forces' litho map plants on trucks and trailers

Above—U. S. Army lithographers must be able to defend their camouflaged litho plant as well as operate it. Three of the seven units of the Mobile Reproduction Train are visible here. At right (top) is the nerve center of the operation. Tech. Sgt. Francis Kraus is shown with Lt. Joseph T. O'Brien, who is in command. In the background is Technician 4th Grade Anthony J. Paolotta. Lower photo at right shows Technician 5th Grade Harold A. Beiter, Staff Sgt. Michael Hohmann, Technician 4th Grade Thomas J. Luttrell, and Technician 5th Grade Walter J. Swintlicki, preparing layouts for reproduction. (All are Official Photos, United States Army Air Corps.)



PLANT ON WHEELS

THE U. S. Armed Forces have become one of the largest lithographers in this country. And, if not the largest, then certainly the most diversified. The Army Map Service in Washington, is of course the largest of the many units of this diversified operation (*Modern Lithography*, Feb., Pg. 59), but the

Mobile Reproduction Trains, complete offset lithography plants on wheels, are the most unusual (*Modern Lithography*, April, Pg. 49). On these pages are shown some of the first official photographs of a typical Mobile Reproduction Train operated by the Engineer Corps to meet the needs of the Army Air Corps at Mitchell Field, Long Island, N. Y.

This unit, as described here last month, is composed of three 20-ton trailers and four two-and-a-half-ton vans, and with its complete litho equipment, is valued at \$2,000,000. It is designed for simple and fast mobility and when in the field its place is just behind the front lines with the headquarters of an Air Force. It can cover rough terrain and can readily be transported by ship.

Its function is to act as the photographic eyes of the airmen, and it reproduces charts for bombardiers,

showing their bombing targets, navigation charts for air navigators, and translates the work of air photographers into aerial mosaics, and into mosaic maps showing every inch of the terrain.

Other types of work turned out by the plant include maps and charts of existing supply lines, orders from headquarters, posters, lithographed forms and pamphlets, and propaganda leaflets for distribution over enemy territory by planes. "Anything you can see, we can print," says 1st Lt. Joseph T. O'Brien, who is in command of the Reproduction Platoon at Mitchell Field.

The unit is complete in itself and is equipped with a press capable of 14,000 impressions per hour. Litho equipment includes everything needed for the complete process, from artists through camera, stripping, (Continued on Page 31)

Top, left—Technician 4th Grade Thomas L. Woolford adjusts camera lens for shooting copy brought in by Pvt. Howard D. Rothman. In rear Technician 5th Grade Andrew D. McDonald washes a negative. Lower photo shows Robert L. Noffke at the whirler. (All Official Photos, U. S. Army Air Corps.)

Below—Maps and charts play a vital part in Air Force operations. This photo from the Caribbean area shows pilots studying a map which may have been reproduced in such a Mobile Reproduction Train.





PACKAGING REVOLUTION

as it affects litho markets



Top photo shows fibre board containers fabricated and lithographed by American Can Co. on machinery formerly used for fabricating and lithographing metal containers. Ends, as well as sides are fibre. Bottom—These may look like ordinary toothpaste tubes, but actually they are Colgate's new plastic tubes which contain no metal. These are fabricated and lithographed by the Celluplastic Corp., and are typical of new materials being used.

By

HAL W. JOHNSTON

Vice-President and Director of Sales

Stecher-Traung Lithograph Corp.

DIRECTOR, PACKAGING INSTITUTE

TODAY we are buying peaches and string beans in glass jars, aspirin in paper containers, tooth paste in plastic, and printing ink in paperboard. In a little more than a year's time new packages of non-critical materials have been developed for almost every conceivable product, and the metal formerly used for packaging has been directed into war production or into vital product packaging for which satisfactory substitute containers have not yet been developed.

This revolution in the packaging industry has wrought a similar revolution in certain portions of the lithographic industry, where labels, metal decorating, and carton lithography are involved.

In the midst of such sweeping changes, it is difficult to obtain a proper perspective, but perhaps it will be valuable to report some of these changes as they have occurred. Of course the basic reason for these changes is to make more critical metals and other materials available for war production. On April 15, the Containers Division of the War Production Board announced that conservation of substantial tonnages of steel, tin, and cellophane has been accomplished by substituting paperboard containers for a number of metallic cans, pails, boxes, and other types of containers. WPB's announcement goes on to say: "The paper-

board containers have been developed by industry in cooperation with the Containers Division, and with assistance of consultants from the WPB Conservation Division. Substitute containers have been produced for a wide variety of products, including tobacco, coffee, foods, drugs and delicate mechanical parts.

"Production of fresh and frozen fish containers last year consumed over one million pounds of tinplate; containers this year are made of greaseproof paperboard. A self-locking device is featured in this new styled container.

"Approximately 7,500,000 pounds of tinplate were used last year in production of frozen egg containers. A unique paperboard container has been designed to replace the type formerly used. It is a 'box-within-a-box' pattern, the inner box (the freezing unit) being asphalt lined.

"The changeover of one type of tobacco container from tin to cardboard has made available for war production almost 7,000,000 pounds of tinplate, and other tobaccos have been similarly packaged with similar savings. One cookie box manufacturer, by changing to paperboard containers, has released over two million pounds of tin. One manufacturer of chocolates, by converting to paper-

board, has made available 58,000 pounds of cellophane. One adhesive tape manufacturer, by adopting a cardboard spool container, has conserved 429,000 pounds of metal.

"One by one, by conserving and substituting, industries have cooperated in the war effort, and with research and ingenuity, have made available to the public fully practical 'substitute' containers which combine maximum utility with minimum usage of critical materials."

MANY examples of package changeover were displayed at the Wartime Packaging Conference in New York in April, and several speakers gave glimpses into packaging activities in their particular fields.

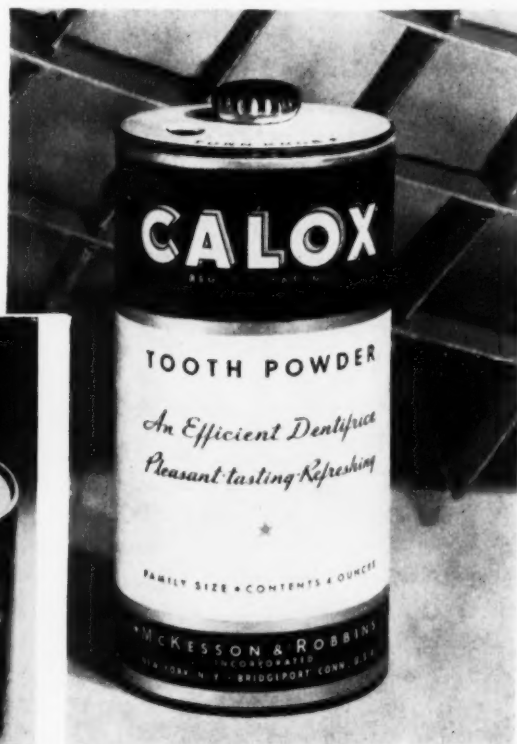
In the drug field, where many of these changes have been effected, the erroneous impression seems to hold that the number of colors must be reduced, and this we note on several

packages. As we all know, there remains an adequate supply of color and the mistake of sacrificing the distinctiveness and sales appeal of the package is to be deplored, even for patriotic reasons.

This reflects one somewhat alarming trend of the lithographer's changing market, a trend not only away from metal lithography, but toward reduced use of color and standardization of designs. The tightening situation on paper materials and the tremendous war demands for containers, of course account for some of these extremely simplified packages. The immediate effect, however, is a reduction of lithographic press volume, and the long-range effect is problematical, depending on what form these packages take after the war. When packages again compete with each other for the consumer's buying approval rather than serving simply

(Continued on Page 77)

Right—This new Calox package is all paper except plastic disc on top. It is made and lithographed by the F. N. Burt Co., Buffalo, for McKesson & Robbins.



Left—These paper containers, made and lithographed by American Can Co., show one stage in the progress to date. Ends are of metal, but this type of package is now being made with ends of paper with no metal required.

Lithography vs. Absenteeism

If you want to produce lithography that will play a vital part in the war here are more practical suggestions

PART TWO

TO attempt to list here all the different types of lithographed material that has been or could be used to help combat the many causes of absenteeism would be an endless task. In the first part of this two-part discussion which was published here last month, background material was given along with a list of the principal reasons for persons staying away from their work. In this second part we can take up some more of these principal causes and examine them more closely. However, this material makes only a starting point from which those responsible for sales of lithography can work out promotion plans to fit their particular market area.

Older Workers

A RECENT study undertaken by one company indicates that absenteeism tends to be higher among older workers, increasing rapidly after 40 or 50 years of age. As young men are drawn into the armed forces and the average age of those remaining in industry increases this factor may also contribute to an increase in general absenteeism rates.

A survey made by one company among its older workers revealed that 7 out of 10 would rather be in uniform, fighting at the front, rather than at home. It was shown that they secretly envied the young man who went off to war and that they felt

somewhat out of it. Accordingly letters received from the front have been made up in printed and illustrated albums regularly, showing photographs of the younger men and scenes of actual fighting. These have been distributed among the workers to give a sense of vicarious participation to the older men. The idea has resulted in a growing sense of responsibility on the part of older men for their efforts on the home front, and in a number of instances letters have been written by the older men to the younger men at the front describing their efforts in turning out more goods to shorten the war.

Accidents

AS pointed out before, this country has more deaths from accidents than any other country in the world except Chile. In one year of the war the man hours lost through accidents would have built 20,000 bombers. Many of these accidents need not have happened had greater advertising and publicity been given the tremendous amount of work and research which has gone into the making of our many safety and health standards. Several technical organizations have pioneered this work. One is the American Standards Association. The National Conservation Bureau has done outstanding work which is summarized in simple language in its handbook of Industrial Safety Standards. The installation

of the various safety and health standards described does not represent a great expense. The major problem is to create an understanding by supervisors, particularly foremen, of how the standards are to be used. And that is where lithography can do an effective job by means of illustrated safety handbooks.

Experience in the big aviation and armament plants has already proved the value of these safety training handbooks in eliminating the sources of a good part of absenteeism. In addition to handbooks on rudimentary safety precautions, instruction books are needed on the use of modern lighting in the plant and on machines which will eliminate glare while amply illuminating the surface where work is done, and giving instructions about the use of paint not only to cover surfaces but to mark off dangerous moving parts.

Deaths from carbon-monoxide gas have risen sharply both here and in England and handbooks are needed to inform the worker regarding this and other gases and dusts.

From gloves to shoes, special apparel has been designed as protective clothing for specific jobs. So important is this that the OPA has just recently requested the American Standards Association to standardize women's industrial work and safety clothing. Accidents will be prevented and work days saved if women are compelled to use this type of clothing. The use of lithography and



The ever-popular comic page style of presenting material was here used by Waldes Koh-I-Nor, Inc. to promote "presenteeism" at its war production plant. There are endless uses for lithography and printing in this and other types of war promotion.

the markets. There is a third market, namely, lithography and printing needed by the suppliers of anti-sickness materials and equipment, but it is in an altogether different category and we will discuss it as such.

Since the major burden of the sickness problem is on the community, let's discuss it first. In the first of these two articles we pointed out that the whole problem of absenteeism was a community one and that an opportunity for the lithographer lay in the direction of a community program, which, it was pointed out, would call for a great deal of lithography. This is especially true with respect to sickness as a cause of absenteeism. The appalling conditions discovered by the United States Public Health Service in about 600 boom towns, where the few doctors that remain cannot cope with the rising tide of sickness are enough to make one suspect that not only can sickness not be dismissed as a negligible factor in absenteeism, but that the community responsibility looms large. And the problem presses for solution because of the growing shortage of doctors. Many state laws make it impossible to shift physicians from the large cities to the boom towns and the rural areas, which were the first to be medically affected by the war. But something could be done to encourage group practice on the prepayment plan and thus to cope with that part of absenteeism which can justly be attributed to sickness. This could be undertaken by labor-man-

(Continued on Page 81)

printing in publicizing and promoting these new safety devices is obvious.

Religious Holidays and Customs

WHILE religious holidays and customs are not a major cause of absenteeism, they are a contributory cause and far-sighted management has seen fit to deal with them, mainly for the effect on the morale of the entire working personnel. The American worker in some sections of the country, notably in the middle and far west, where migrating workers have brought from the East and South, new religious customs and observances to the community—in these sections the native worker has been too inclined to ridicule the outsider. One large aircraft manufacturer, to combat this, devoted two editions of

the plant magazine to a discussion of the Four Freedoms and the Atlantic Charter, attempting to interpret them in terms that would have a meaning to the individual worker and his future happiness and security.

Sickness

IT is claimed that 90 per cent of all industrial disability is caused by illness that originated outside the shop. From this it would appear that the sickness factor as a cause of absenteeism has two aspects from the lithographer's point of view. They are (a) the war plant aspect and (b) the community aspect. In other words, sickness originates in either one of these two places and the lithography created to combat it will have to be designed from either one or the other point of view. They are

Improved

SEPARATION TECHNIQUE



ELBERT M. LUDLAM, *Dean, N. Y. Institute of Photography*

AS every phase of separation technique turns upon the selection and interaction of the printing inks, it were best now to consider these in some detail. The color resulting from any combination of inks, either mixed together or printed one above the other depends on the absorption and reflection characteristics of those inks. We must then consider these two factors first.

Two inks may be identical in color but they may each attain that color in a different way. One may be fully transparent to light of that color while totally absorbing light of all other colors. In this case, when printed upon white stock the light to which the ink is transparent passes through the layer of ink and is reflected back again by the white surface of the paper.

The color of such an ink then depends materially on the reflecting characteristics of the underlying medium. It will, for instance, lose all color, appearing black, if printed on a black base. This is in fact the test of the transparency of an ink. The color is lost since the black base will absorb all light reaching it by being transmitted through the ink. Those colors are therefore not reflected back through the ink as is the

case when the ink is printed on white stock.

The second type of colored ink might be opaque to all colors. It would therefore appear black by transmitted light. It attains its color by virtue of the fact that the crystals of pigment at the surface reflect certain colors while absorbing others. The color of such an ink is independent of the base on which it is printed. It, for instance, retains its full color value when printed on a black base since it does not depend upon the base to reflect light.

Actually, most inks combine these two characteristics in some degree. The ideal for our purpose would be the first type. In fact, any opacity on the part of any but the lowermost ink will result in imperfect color rendition. However, more of this later.

In forming a third color by the interaction of two inks, we employ each ink solely for the purpose of absorbing the unwanted colors from the light falling on them. Thus to form a green, we employ a yellow ink to absorb the blue from the light and with it we use a blue green ink to absorb the red from the light. If

both inks freely transmit the green, then light of that color will be reflected back from the base, the other colors being absorbed before they reach the base.

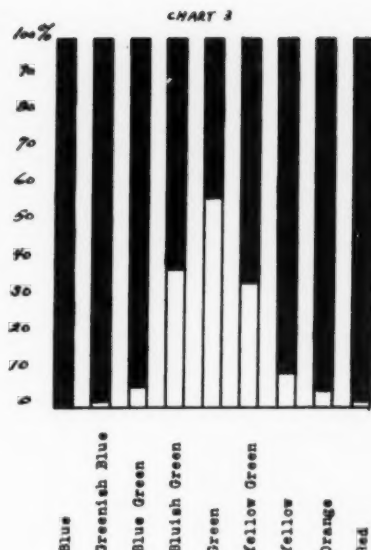
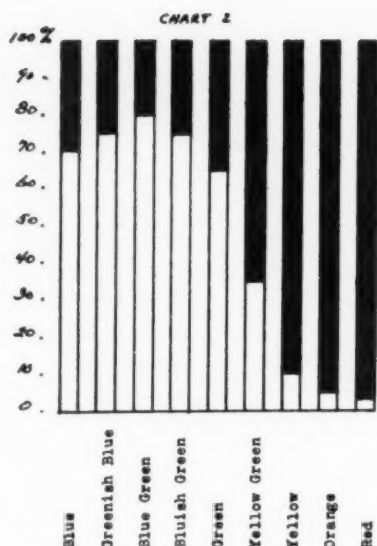
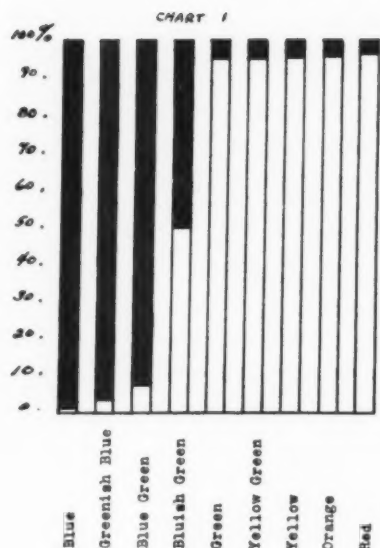
In order to examine this more closely, let us group the colors of the spectrum into nine bands which we can name in order: blue, greenish blue, blue green, bluish green, green, yellowish green, yellow, orange and red. We can then illustrate the characteristic of an ink (assuming it to be fully transparent) by tabulating the proportion of each such band which is transmitted to and again reflected from the white base.

Thus our yellow ink might give us 1% of the blue and perhaps 3% of the greenish blue, 7% of the blue green, 50% of the bluish green, 95% of the green and perhaps 96 or 97% of the yellow green, yellow, orange and red.

In similar manner, the blue green ink might reflect 70% of the blue, 75% greenish blue, 80% blue green, 75% bluish green, 65% green, 35% yellow green, 10% yellow, 5% of the orange and 3 to 4% of the red.

This data can be more quickly visualized in Charts One and Two. In each case the percentage transmission is shown for each group

PART TWO



of colors by the height of a line above the base. As this represents all the light which is transmitted, the balance must be absorbed. The absorbed portion is therefore indicated as black.

Then, if the yellow will pass 95% of the green light and the blue passes 65%, the two together will permit 95 x 60 or 57% of the green light to reach the eye. In similar manner, only 1 x 70 or 0.7% of the blue light is left together with 3 x 75 or 2% greenish blue, 5.6% blue green, 37.5% bluish green, 57% green, 34% yellow green, 9.6% yellow, 5% orange and about 2% red. This color, an emerald green is illustrated in the following chart for comparison with the two inks. Note how its shape is foretold by the absorption characteristics of the two inks. See Chart Three.

Although an acceptable green, this is certainly not an ideal color. Only little more than half the green light is obtained. This dullness of the color can be overcome by using the blue green ink with a weaker concentration of pigmenting matter. Suppose, for instance, that we use $\frac{1}{4}$ the quantity of pigmenting matter. Our transmission will then be equal to the fourth root of the full strength

data, as shown in Chart Four below. Note how great a proportion of the orange and red light is now passed.

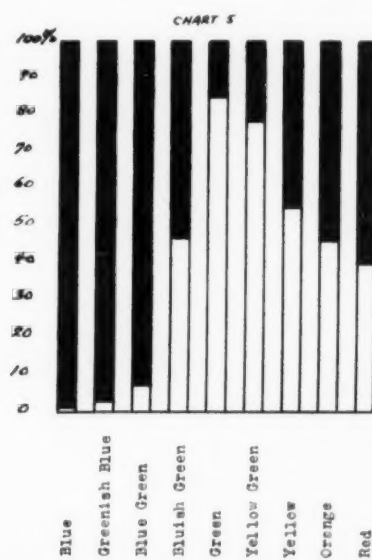
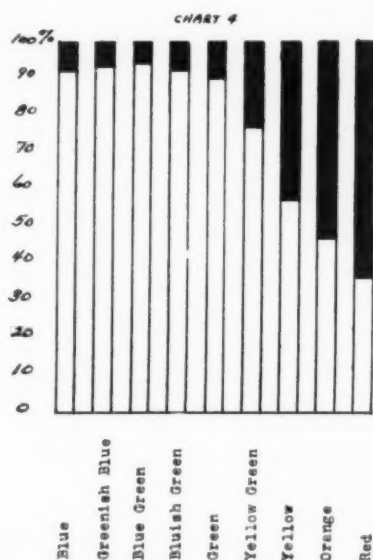
The combination of this with the yellow ink will reflect 90 x 95 or 85.5% of the green light. However, as shown in Chart Five below, this combination is also passing a high proportion of orange and red; better than 40% in fact.

Remembering the responsory mechanism of the eye, we realize that this high proportion of red is going to turn our green very yellow in color.

Thus, we have obtained an increase in brilliance but only at the expense of a marked change in color or hue.

Some lesser compromise is, of course, practical but it is not possible to obtain brilliant greens without a more nearly ideal blue green ink. Such an ideal would be represented by the reverse chart of the yellow—thus: blue 96%, greenish blue 96%, blue green 96%, bluish green 95%, green 95%, yellow green 50%, yellow 7%, orange 3% and red 1%.

This color and the brilliant green



obtainable with it are shown in Charts 5 and 6. As yet, such ideal colors are not obtainable but the characteristic high transmission of blue and green accompanied by efficient absorption of the orange and red should be a paramount requirement for the so-called "blue" ink.

Assuming such an ideal blue green ink, let us examine the colors attainable when using it in various combinations with the yellow.

In full strength, the resultant proportion of any band of color is calculable as the product of the transmission values of each ink. This is true for all areas where the two inks overlap.

In halftones, however, the inks only partially overlap and in the lightest tints they do not overlap at all. As will be seen, however, the calculation of the resultant color is not difficult.

Assuming, for example, a small dot of blue green, such that 1/10 of the paper area is inked. We have assumed that at full strength this ink will reflect 50% of the yellow green light. It is, therefore, absorbing the other 50%. If only 1/10 the area is covered by that ink, then only 1/10 x 50 or 5% of the yellow green light of the area is being absorbed or, in terms of reflection, 95% will reach the eye.

If this is being printed with a full strength yellow reflecting 96% of the

yellow green light, then 9/10 of the area will reflect 96% of the color while the other 1/10 will reflect 96 x 50 or 48% of it. The total area is therefore reflecting (9/10 x 96) plus (1/10 x 48) or 91.2% of the yellow green.

It is therefore possible to show that a large highlight dot of yellow printed with a full strength blue green would result in slightly increasing the greenish tone of the color; a halftone would yield a bluish green, while a halftone of blue green printed on a full strength yellow will yield a yellow green hue. The halftone and full strength combinations of these two inks are shown below. (Remember we are still using an ideal, not an obtainable blue green.) (See Charts 8A-8E, on this page and on page 79.)

We can now begin to appreciate the criteria for the separation technique by which these inks are to be controlled. The green of "C" in the above group of charts must not form any density in either the "Red Record" or the "Blue Record" negatives. Should it give a density in either negative, the corresponding ink would not print in full strength. Failure in one negative would change the hue. Failure in both would result in a weakened green.

On the other hand, the "Red Record" should record the yellow green color as a "half-density." This

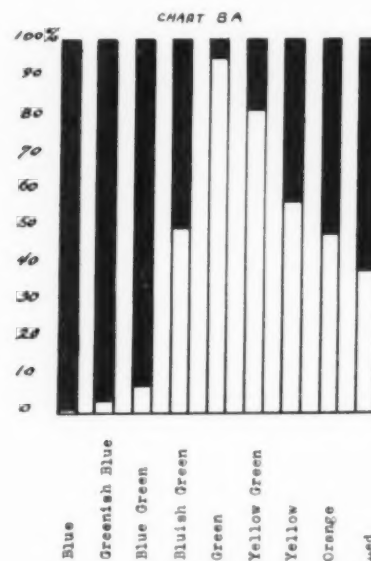
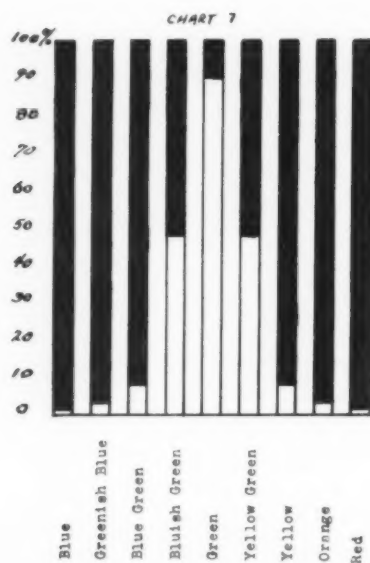
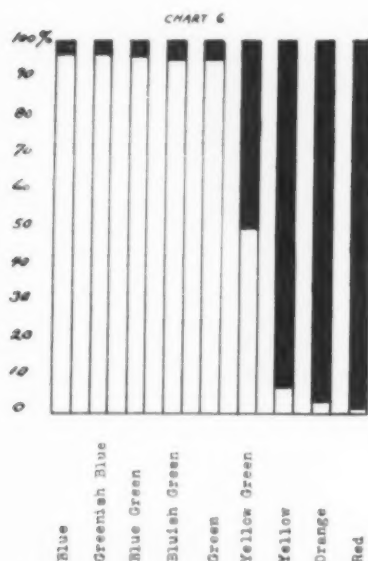
will result in the halftone value for the blue green ink. A careful study of the curve "C" will reveal that this half density record through the red filter can be obtained since the original color does not reflect the reds.

This yellow green color is a result of the absorption of *all* the blues, part of the blue greens, some of the oranges and all the reds. If our red filter and emulsion sensitivity combine to respond to the oranges and reds in about equal proportions, the absence of red light in the reflection from our yellow green will result in the desired half density.

It is, of course, true that this yellow green can be matched (additively) by a medium proportion of red light in combination with a high proportion of green. Such a combination would not yield correct separation through an orange-red filter emulsion sensitivity. The error in this case comes about since the filter emulsion sensitivity would record the whites as orange plus red while the color is recorded in terms of red only.

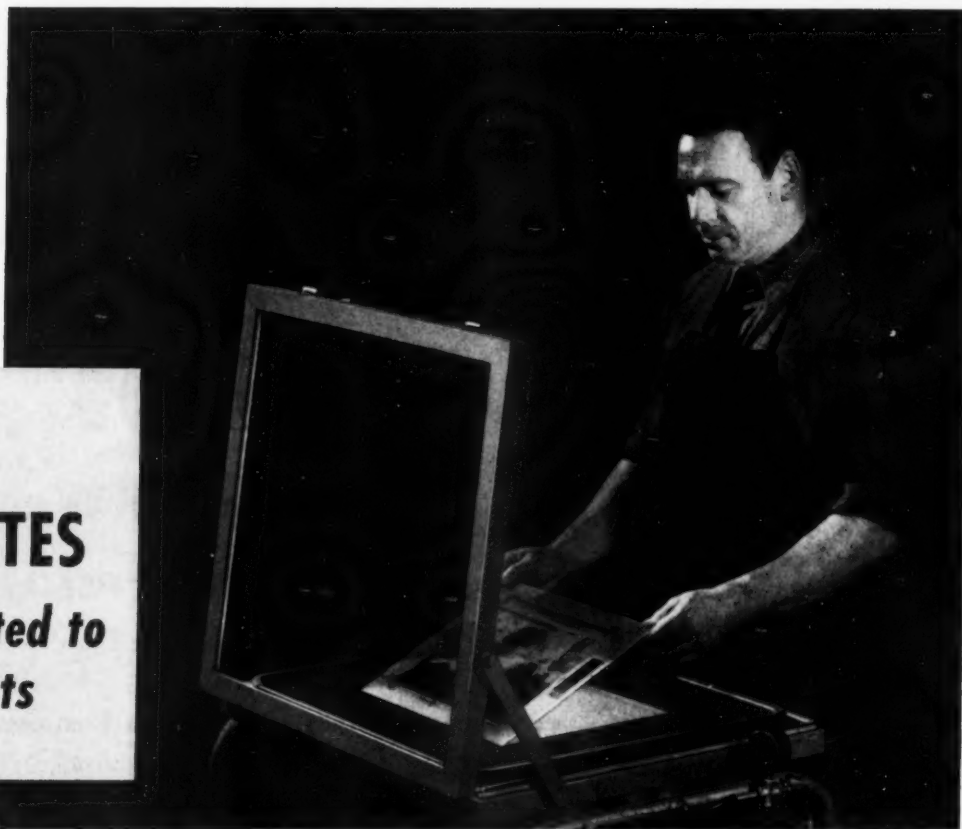
The above problem, however, is almost never met with in natural colors since practically all natural pigments reflect a continuous band of colors similar to those illustrated above. In separations from additive color transparencies, the white is represented only by its synthesis as the

(Continued on Page 79)



TEN KODAK PLATES

*Particularly adapted to
the Graphic Arts*



Printing a continuous-tone positive on a Kodak 33 Plate from a Kodak Tri-X Panchromatic Plate, Type B, color-separation negative.

SOME of the plates listed below perform specific tasks, others are sufficiently versatile to cover a number of fields. In case your dealer is temporarily unable to supply a particular type, you can shift to another with a minimum change in technique. All of these plates are supplied in standard sizes up to and including 30 x 40 inches, and are antihalation backed.

Kodalith Orthochromatic Plates—Extreme contrast. Screen negatives in the indirect reproduction of Kodachrome transparencies.

Kodagraph Contrast Process Ortho Plates—Fine grain. High contrast. Adapted to dot etching.

Kodagraph C. T. C. Panchromatic Plates—Direct-half-tone color separations.

Kodagraph Commercial Panchromatic Screen Plates—Continuous-tone color-separation negatives in the Kodagraph Orange Contact Screen Process.

Kodak Infrared Sensitive Plates—For the black printer in process color work.

Kodak Tri-X Panchromatic Plates, Type B—Continuous-tone color-separation negatives from Kodachrome transparencies.

Kodak 33 Plates—Continuous-tone positives.

Kodak Super Ortho-Press Plates—Green and blue filter record separation negatives in the Kodak Fluorescence Process.

Kodak Panatomic-X Plates—Extremely fine grain. Moderate speed.

Wratten Panchromatic Plates—Moderately high contrast. For continuous-tone separation negatives.

Order from your Graphic Arts dealer

Graphic Arts Sales Division
EASTMAN KODAK COMPANY, ROCHESTER, N. Y.

★ **TODAY**

**Specialists in
War Production**

★ **TOMORROW**

**Even Better Wagner
Metal Decorating Equipment**

LIKE so many other companies with facilities for quality, precision work, many months ago we turned a large part of our production to the manufacture of sorely needed ordnance material and products for war industries. However, under our wartime program, we are still able to fill high priority orders for our regular lithographing equipment.

To our many loyal friends in the litho field we are glad to report that our war efforts have measured up to the high quality standards which

have always been our first consideration in manufacturing litho machinery. Just when that longed-for tomorrow will arrive, bringing peace to the world, depends on how well American industries and American fighting men do their job today.

When once again we can devote our entire attention to your requirements for new equipment, definite progress will be apparent. Wagner machinery will offer many advantages as a result of ideas gained from our war production efforts and our continuing experimental work in the interests of metal lithographers.

METAL LITHO MACHINERY STANDARDIZED BY WAGNER

Magnetic Spot Coating Machines.

Universal Coating Machines.

Improved Plain Coaters.

Laboratory Coating Machines.

Rotary Air Automatic Drying Ovens—One Way and Return Type Models

Magnetic Turn Tables for tin.

Automatic Lifts and Pile Feeds.

Side Delivery and Transfer Devices.

Offset Proving Presses—hand and power.

CHARLES WAGNER LITHO MACHINERY CO.

Division of National-Standard Co., Niles, Mich.

51-55 PARK AVENUE

•

HOBOKEN, N. J.

CMP—

—how it works in the litho industry

by

JAY A. BONWIT

WITH the Controlled Materials Plan scheduled to become mandatory beginning July 1, many segments of the lithographic industry will shortly be faced with operations under the new allocations and scheduling controls for the first time.

As an aid to the industry, *Modern Lithography* has obtained a complete analysis of this important materials control as it applies to the operations of lithographers.

While CMP became effective April 1, the objective has been mainly to place large consumers of the controlled materials—aluminum, copper and steel—under its operation before the plan becomes mandatory for all industries falling within its scope.

In general, the Controlled Materials Plan places the three materials under a controlled program for production and use, and also effects a control over other materials and products to the extent that such materials and products are incorporated into products which also contain controlled materials.

Most important to the lithographic industry is the application of CMP with respect to maintenance, repair and operating supplies, designated as "MRO," which are covered in CMP Regulation No. 5. While some segments of the industry are already operating under this regulation, there is considerable confusion among others as to how CMP 5 affects the operations of lithographers.

At the outset, it should be pointed out that CMP may not be used for securing the normal production materials of the industry, such as paper, binder's board, glue, cloth, ink, etc. These materials are not subject to allotment symbols or to preference ratings.

CMP Regulation No. 5 governs the procedure by which a manufacturer or producer may secure MRO supplies for his producing plant. It does not, however, permit him to obtain supplies under this procedure for any sales outlets or service organizations.

The regulation furnishes an automatic rating for obtaining MRO supplies under two conditions—(1) in the case of controlled materials which must be obtained by the use of the "MRO" allotment symbol, and (2) in the case of other materials or products which must be obtained with preference rating assistance. In practice, the combination symbol and rating will actually be used.

It is also pertinent that all provisions of any applicable priorities regulation or any order of the War Production Board—including E, L, P and M orders—must be fully observed in applying the allocation symbol and preference rating under CMP 5.

UNDER Schedule II of CMP Regulation No. 5, the graphic arts industries—including commercial printing and lithographing—are assigned the preference rating of AA-2X, and the CMP Allotment Symbol "MRO." This combined rating and symbol—"AA-2X-MRO"—is a blanket rating which lithographers may apply in the purchase of MRO supplies without further special authorization.

However, specific quantity restrictions are outlined in the regulation, providing that MRO supplies may be purchased during each calendar quarter of 1943 only in an aggregate amount of one-fourth of the producer's total expenditures for MRO supplies during the calendar year 1942. In the case of both 1942 and the calendar quarters of 1943, the aggregate amounts are to be calculated on the basis of total MRO supplies, not on the basis of only those supplies which require allotment symbols or preference ratings, or both.

Specifically, CMP, for most purposes, applies to the following MRO supplies:

- (1) stitching wire for use in binding;
- (2) tying wire and steel strapping for use in bundling and packaging;
- (3) rope for packaging;
- (4) copper and zinc for use in making printing plates, but only in the case of plate-making done within a printing plant in which the printing plates are to be used, not in the case of plate-makers to the trade.

SEVERAL items which are normally considered as operating supplies are specifically exempted from operation under CMP 5, and therefore AA-2X-MRO cannot be used in ordering such supplies. They include the following:

Fabricated containers required for packaging products; printed matter and stationery; paper, paperboard, and products manufactured from them; molded pulp products; fuel or electric power; office machinery or

(Continued on Page 75)

WANTED**WANTED****WANTED**

\$1,500,000 *worth of*
MODERN OFFSET PRINTING & PLATE MAKING
EQUIPMENT • FOR CASH • COMPLETE PLANTS OR ANY PART

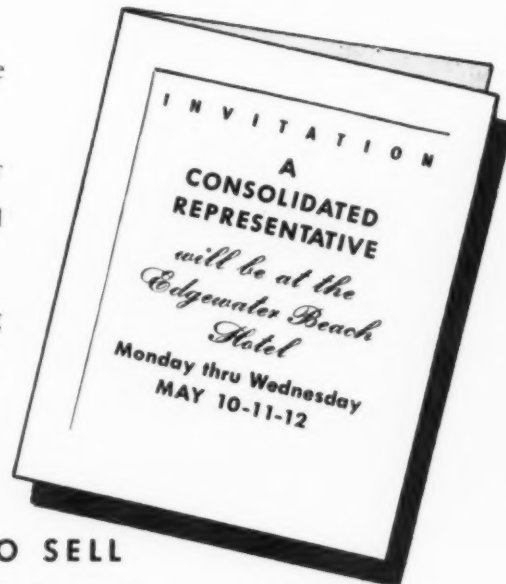
★ NEEDED FOR THE WAR EFFORT—TO REPLACE WORN EQUIPMENT

If some of your equipment is not being used it is your patriotic duty to sell it where it can be put to productive use.

It is smart to dispose of used equipment that will be obsolete when the war is over.

As an authorized used machinery dealer we can purchase your equipment without any approval or priority. We comply with all OPA and WPB rules and regulations.

We have one of the largest inventory of used plate making equipment in the country. Your inquiry invited.



The **TRADING POOL** *Equipment List*

WANTED



Large offset proof presses
 Large darkroom cameras
 Lens 25", 30", 36" and 48"
 Large square and circular screens 16"x20" to 24"x36"
 Large printing frames
 Vertical whirler, all sizes
 Photo composing machines
 Zarkin or Fuchs & Lang grainers
 1—29" 175 Line Screen



TO SELL

1—29" Effha 120 line circular screen in A1 condition
 1—18" Cooke Lens, A1 condition
 1—40"x60" Vacuum Printing frame
 1—30"x40" Vacuum Printing frame
 1 set 35 amp. Macbeth camera lamps
 1 set double deck Atlas solar lamps
 1—Hoe 32"x34" offset Proof Press
 1—Rutherford 22"x28" Photo composer
 1—36" circular 133 line screen

AUTHORIZED LIQUIDATORS
CONSOLIDATED PHOTO ENGRAVERS EQUIPMENT CO.
 325 WEST HURON STREET CHICAGO, ILLINOIS

WRIGHT POWERS THE TONNAGE OF THE AIR

VIA AIR

1000 MILES



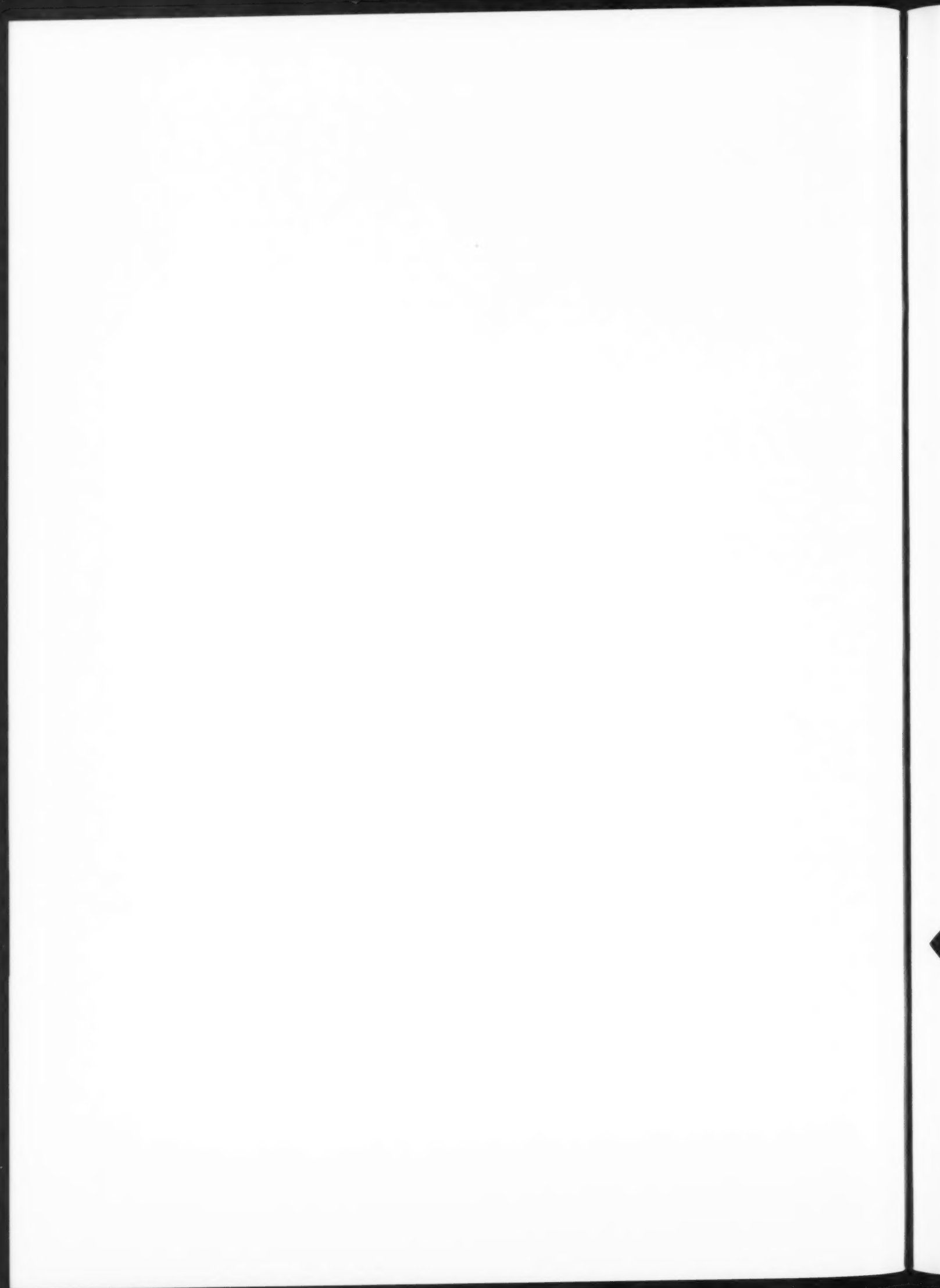
Yardstick of Transportation

HOW much . . . *how* far . . . *how* quickly is the yardstick of efficiency for all transportation. Because our need is for more ton miles per hour, our urgent cargoes go by air. Today we are only beginning. Still larger loads for new and distant lands promise greater economy of cost—with economy of time *as a bonus*. This new sky tonnage will rely on power by Wright.

LOAD X DISTANCE
TIME

LIGHT • COMPACT • POWERFUL

Wright
ENGINES



THE WAY

IT LOOKS IN



Washington

WHILE the outlook for further reductions in the use of paper by lithographers and printers remained confused, a few changes in existing paper orders were forthcoming during the past month. Conservation Order M-241-a originally issued last January 8, which restricts the amount of paper which may be used in the manufacture of converted paper products was amended April 8. In this amendment restrictions were removed from the following: tablets, envelopes, notebooks, and stationery. Only restrictions remaining on these items is that imposed by Limitation Order L-241 which cuts the use of paper for general commercial printing to 90 per cent of the 1941 base period. The M-241-a amendment also removes non-commercial decalcomania transfers from List B, which, it will be recalled, is a list of items for which no paper at all can be used.

THE INSERT

This advertisement "Yardstick of Transportation" was lithographed by Newman-Rudolph Lithographing Co., Chicago for the Wright Aeronautical Corp. and is currently being used as an insert in aviation magazines. It was prepared for the Wright Corp. by Burke Dowling Adams, Inc., advertising agency of Montclair, N. J. The inserts were lithographed in four colors from deep etch plates, 133 screen. The job was run on two-color presses.

A dark outlook on newsprint, which is usually somewhat parallel with the situation on other papers, was given by Ralph Cowan, of *The Toronto Star*, when he warned the Interstate Circulation Managers Association in Philadelphia that the predicted July 1 cut in newsprint would be "one sweet honey." He predicted shortages of newsprint "greater than you have ever seen," and based his predictions on the situation in several Canadian mills. Meanwhile, the House of Representatives, on April 10, ordered an investigation of the paper situation to determine whether curtailment orders result in a curb on freedom of the press.

On the other hand *The New York Times*, in summing up the current paper outlook May 1 reported a growing conviction that paper production will be sufficiently high to take care of all needs.

Meanwhile, on April 30, the War Production Board announced that a wider use of de-inked wastepaper was now possible in the manufacture of such grades as writing, envelope, tablet and index, through an amendment to Limitation Order L-11.

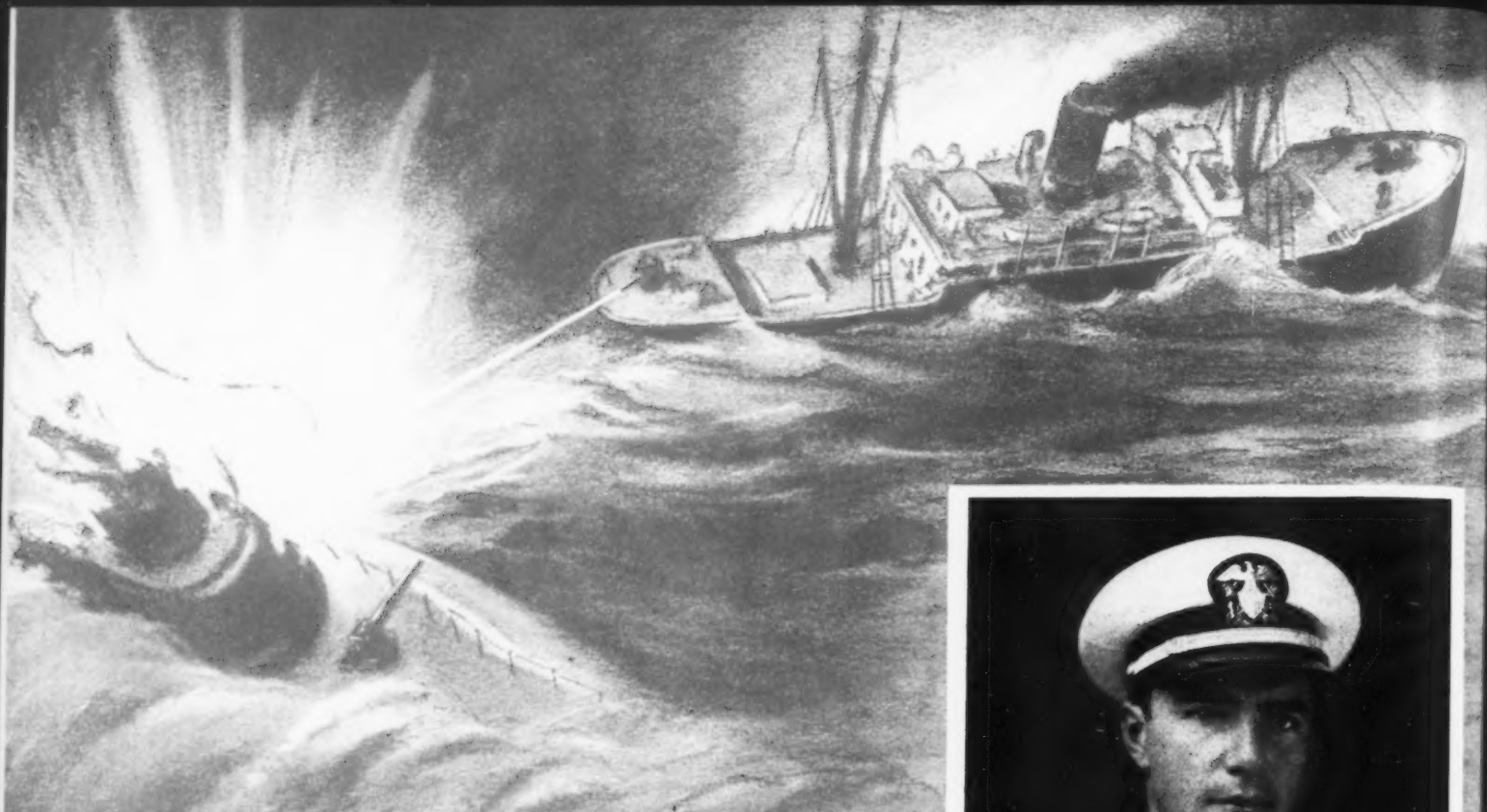
The film situation had a flicker of light in it during the past month with reports of increased production of cut-sheet film for civilian use and of downward-revised requirements for military use indicating a possible easing of the film supply.

Tin for calendars has been under discussion for some time in WPB circles, but the war uses of this ma-

terial seem to be making even heavier demands on the supply so that little hope is held for releasing tin for calendar use. For the present, at least, permission to use calendar tin from inventories must be obtained from WPB by the use of Form PD-500. However, requests for additional supplies appear doomed at the moment. Lithographers specializing in calendars are therefore seeking new methods of supports. Some have made use of wood successfully, it is reported.

THE Office of Price Administration clarified some of the price ceiling regulations applying to printed and lithographed products and services. The printing and mailing of advertising material, when done by a company as a single service, is entirely exempt from price control. This is under Appendix B of Maximum Price Regulation 225 which covers the printing industry. Also, postcards describing or illustrating products or merchandise, as well as postcards enclosed in magazines or with booklets, etc., do not come under the order, while postcards with a picture and name of a place of business such as a restaurant, although containing some advertising matter, are classed as "souvenirs" and are to be sold under the ceiling imposed by the regulation. Calling cards, also, even though they may contain pictures or advertising matter, when they may be used as personal business cards.

(Continued on Page 75)



Sinking Spells for Tojo . . .

From N. Y. TIMES, February 24th, 1943.

"2 SUBMARINES SUNK BY U. S. NAVY GUNS. In the South Pacific sinking, the American merchantman, heavily loaded with valuable cargo, was torpedoed without warning. Flames and debris filled the air and the crew prepared to abandon ship. The submarine skipper then made one mistake. It proved to be his last. He surfaced his submarine. Aboard the stricken vessel Lieutenant (J.G.) Charles E. Southern, from Nashville, Tenn., opened fire from the aft gun mount. The Americans had four shells. They fired four and two landed on the submarine—she was definitely sunk. The merchant ship stayed afloat and was towed to port."



Lieutenant (J.G.) CHARLES E. SOUTHERN, U. S. N. R. Branch Manager, Sinclair & Valentine Co., Nashville, Tenn.—On leave from the Company for duration.

Thank you, Lieutenant Southern!

Somewhere in the South Pacific,
Night had fallen on a scene
For the moment calm and peaceful
Aboard a merchantman marine.

She was laden low with cargo,
Destined for some tropic land,
Steaming silent in the waters
Under strict and staunch command.

Suddenly the calm was shattered
By torpedo's detonation
Striking swiftly in the darkness
Causing death and devastation.

One torpedo was sufficient
To prompt the cry "Abandon Ship,"
The craft was listed, burning, blistered—
And now the Japs made fatal slip.

Thought they: the craft is going under,
So let us surface submarine
And spray machine gun's deadly fire
Into the merchantman marine.

They considered not however
The class of men our crew might be,
As Lieutenant Charles E. Southern
Raised in good old Tennessee.

Southern quickly manned the aft gun
Another hero manned the fore,
Two shells only, each they fired—
They had no use for any more.

They sighted target with precision,
They sank the sub and all the Japs—
And thanks to Charlie's quick decision
Removed the foe right off the map.

Though our ship was sorely wounded
And listing near to danger mark,
She survived to find a haven
Free from cannon's vicious bark.

We are truly glad and thankful
That your hunter's eye so keen.
Saved the lives of your companions
Aboard the merchantman marine.

So thanks again Lieutenant Southern
From those of us at home who stay—
We salute—you and your men sir!
Who so bravely serve the U. S. A.

Allston Gerry, Feb. 24th, 1943

Many men now serving in the Armed Forces of their country, were formerly associated with the Graphic Arts Industry, and many will in some way contribute to the glory of our Nation, as much, if not more than Lieutenant Southern.

Sinclair & Valentine Co., in deep appreciation of the great feat of Lieutenant Southern, contributes this page to serve as an inspiration to all Service men in every branch of our Armed Forces.

IN AND ABOUT THE TRADE

Essentiality Study Continues

Following up the meeting held with the Essential Activity Committee of the War Manpower Commission in Washington during March, the group representing the lithographic industry is collecting and compiling information on the kinds and amount of war work being done by the industry. Questionnaires have been sent to many plants in the trade and replies are now being compiled and analyzed.

Among those present from the lithographic industry at the Washington meetings were Lt. Col. F. W. Mast and Lt. Col. James G. Strobridge of the Army Map Service, Maurice Saunders, Lithographers National Association; Walter E. Soderstrom, National Association of Photo-Lithographers; William Winship, Brett Lithographing Co., Long Island City, N. Y.; Harry Brinkman, Foto-Lith, Inc., Cincinnati; Benjamin Robinson, and William J. Riehl, Amalgamated Lithographers of America; and Charles Cosby, Label Manufacturers National Association.

Latest word of the progress being made may come at the LNA War Conference in Chicago, May 10-12. LNA officials stated.

Study Carton and Display Cuts

An appeal to the beverage industry to eliminate the use of paper containing virgin wood pulp from displays and point-of-sale advertising, was made by E. W. Palmer, Deputy Director of the Printing and Publishing Branch of the War Production Board, during April. He said that a curtailment is necessary because of a shortage of virgin wood pulp, from which certain types of paper are made. Mr. Palmer was speaking to WPB advisory committees of the beverage industry in Washington. Elimination of paperboard cartons

was also studied by the committee.

The Distilled Spirits Industry Advisory Committee agreed that paper for labels could be reduced to 60 pounds per ream. A three-man task committee to study the possibility of eliminating the paperboard cartons which consumers use to carry bottles of carbonated beverages was appointed at the meeting of the Non-Alcoholic Beverage Industry Advisory Committee. The committee will work with the Containers Division, WPB, in compiling facts from which WPB will determine whether or not any conservation would be effected by eliminating the carry-out cartons. Paperboard is needed for the armed forces, Lend-Lease, and for cereals and other foods.

The committee members are: W. J. Williams, Canada Dry Ginger Ale, Inc., New York; Talbot O. Freeman, Pepsi Cola Company, Long Island City, N. Y., and Benjamin H. Oehlert, Jr., the Coca-Cola Company, Atlanta.

Prominent Trade Figure Dies

Dudley R. Morean, vice-president and general manager of American Colortype Co., and active in the lithographic industry for 35 years in Chicago and the East, died April 26, at his home in Upper Montclair, N. J., from a heart attack. He was 52.

Mr. Morean, at the time of his death, was president of the Eastern Lithographers Association, an office he had held for several years, and a director of the Lithographers National Association. His record with the American Colortype Co. began in 1908 when he joined the firm as an office boy in its Chicago plant. He rose progressively until in 1927 he became vice-president and transferred his activities to the firm's New York office, and the nearby plant at Allwood, Clifton, N. J.

He is survived by his widow, Mrs. Evelyn Morean, a son, Pvt. Dudley R., Jr., who is in the Engineers Corps at Fort Belvoir, Va., and a daughter, Betty Jean.

Illinois Assn. Launches Offset Study Program

RESPONDING to a demand from its membership, the Graphic Arts Association of Illinois has organized a study group for men and women through which they may obtain a working knowledge of the offset printing process and an understanding of how to estimate costs.

Opening on April 15, the course, consisting of seven units, is to continue until May 27, with one meeting weekly in the Association's auditorium at 105 W. Monroe Street, Chicago. Arthur A. Stuebe, production manager of the Cuneo Press, Inc., is instructor. Thirty persons registered for the opening session.


Offset lithography was described at the opening meeting, followed the

next week by a tour through the Stromberg-Allen Co. plant where operations in a large, modernly equipped offset plant were viewed in action. Succeeding classroom work was then to be devoted to lectures, demonstrations, drills and data on offset procedure, paper, ink, layouts, cost factors and how to estimate them.

Several supplymen are registered for the course, as well as letterpress printers who have installed offset departments in the past ten years, along with salesmen and estimators from letterpress shops to whom the study was recommended in the announcements as a means to enable them to do business better by knowing how offset shops operate and figure costs.

The Congress salutes Hoe prize winning posters

(Not printed at Government expense)



Congressional Record

PROCEEDINGS AND DEBATES OF THE 78th CONGRESS, FIRST SESSION

Artists for Victory

SPEECH
OF
HON. JOSEPH CLARK BALDWIN
OF NEW YORK
IN THE HOUSE OF REPRESENTATIVES
Tuesday, February 16, 1943

Evil, Slave World or Free World? The Choice is by the artists of the country, not as a chore
Are on the March, and So
The program of Artists for Victory

SPEECH
OF
HON. ROBERT F. WAGNER
OF NEW YORK
IN THE SENATE OF THE UNITED STATES
March 9, 1943

posters on the vital issues of the war. A plan was evolved to enlist support from private industry for prizes and reproduction of the prize-winning posters and others. This was obtained from R. Hoe & Co., Inc., world famous as manufacturers of the Hoe rotary newspaper press—which is now devoting its resources to the war effort exclusively—who underwrote the expenses of the competition, offered four prizes—\$1,200 in war bonds—and guaranteed large-scale reproduction of their prize-winning posters. The Council for Democracy of New York sponsored four more prizes and the

petitioners were not motivated by any prize considerations but responded spontaneously out of a deep desire to help our country in this perilous period. Up to now, 18 posters have been reproduced, 13 of which are being used by Government agencies such as Office of War Information, War Production Board, the Treasury Department, and the Office of Inter-American Affairs. Additional posters were issued by R. Hoe & Co., of New York, who also underwrote the expenses of the war poster competition and awarded prizes to four artists aggregating \$1,200. The Council for Democracy of New York offers

Recognition by the honorable Senator and Representative from New York is the high spot of the chorus of praise which thousands of people have been kind enough to bestow on this modest effort to do "something extra" for our country at war.

Besides accepting the privilege of donating the prizes in

the form of war bonds to the successful artists who painted the four posters shown on the right hand page, Hoe also assumed the responsibility of disseminating their stirring messages through widespread distribution of 40,000 full-size reproductions of the posters in full color. May their message influence the future behavior of the American people.

Offset Press Division
910 East 138th Street, New York
BOSTON • CHICAGO • SAN FRANCISCO • BIRMINGHAM

R. HOE & CO. INC.

MODERN LITHOGRAPHY



Reproduced in full color on a
50 x 72 inch HOE offset press!



Picked for the Job!



QUARTERMASTER MEN
"Deliver the Goods"

Provisioning millions of men on dozens of different fighting fronts demands a slide-rule mind and the vision of a seer. Logistics, the army calls it.

Plenty of blood, sweat, and brawn—and brains that can stay on duty 36 hours at a stretch. To be able to think the way the crow flies . . . cut through the impenetrable . . . deliver the impossible. Perfectionists with a dash of inventive genius can serve the Quartermaster's Corps well. And that means selection—to the nth degree.

Mimeo users select International Mimeo Script because of its fine bond-like quality. International Duplicator, too, is selected because it works equally well with the Spirit and Gelatin processes.

INTERNATIONAL PAPER COMPANY
220 East 42nd St.  New York, N. Y.
PAPERS FOR PRINTING AND CONVERTING

**BUY MORE
WAR BONDS**

Law Suit Develops from Tie-up

Montgomery Ward & Co., Chicago, has filed suit for \$105,200 damages against the printing crafts unions involved in a work stoppage boycott of Ward's catalogs at the Cuneo Press, in Chicago, last December. The work stoppage had been ordered in an attempt to enforce union demands on R. R. Donnelley & Sons Co., which was also working on Ward's catalogs.

The law suit charges that the stoppage of work at Cuneo's was illegal because it was intended to injure Ward's, although they were not a party to any dispute with the printing trades unions, and because it was a violation of their contract with the Cuneo press and other printers. Another charge is also made that the unions' demands for recognition and a closed shop at Donnelley's were illegal under the National Labor Relations Act, since Donnelley's employees had not chosen the unions as their bargaining agent.

Giegengack Completes Talks

Completing his speaking schedule in connection with the opening of warehouses of the Government Printing Office, Hon. A. E. Giegengack, Public Printer of the United States, was scheduled to make addresses in four cities during April and May. He was scheduled to address the lithographic and printing trade in St. Louis, April 28, in Dallas the next day, in Los Angeles on May 3, and San Francisco, May 5. Mr. Giegengack has made similar appearances previously in Chicago, New York, and Atlanta.

Craftsmen Confer May 15

Norman Mack of Maklin Lithoplate Graining Co., Chicago, will be chairman of the printing clinic to be conducted during the Victory Conference of the sixth district Craftsmen in Chicago, May 15. Offset, letterpress and gravure processes will be discussed in the "combination" clinic with Sigard E. Berg, president of Rightmire-Berg Co., Chicago, upholding the offset end of the discussions.

Leon A. Link, mechanical con-

sultant, printing and publishing division of the War Production Board, will discuss "Conservation Allocations" during the general session and Douglass C. McMurtie, director of typography, for Ludlow Typograph Co., Chicago, and chairman of the Education Commission of the International Association of Printing House Craftsmen, will speak on "Present Trends and Future Prospects in the Printing Industry." Craftsmen from the Rock River, Peoria, Milwaukee-Racine and Five Counties Clubs will join with the Chicago craftsmen in the roundup to be held at the Furniture Club.

Craftsmen to Meet in August

The annual convention of the International Association of Printing House Craftsmen is planned for Memphis, August 10-12.

"Gremlins" in Four Colors

Western Printing & Lithographing Co., Poughkeepsie, N. Y., has recently completed another offset book for Random House, New York. It is "The Gremlins," a juvenile book on this popular comic wartime aviation subject, written by Flight Lieutenant Ronald Dahl of the RAF, with illustrations from the Walt Disney production. The 60-page book is 8¾ x 11" and contains 14 full pages of four-color illustrations in addition to numerous black and white illustrations on every page. Covers and jackets were also lithographed in four colors. Mr. Junceau, of the Western company, said that deep etch plates were used to produce the job. With the full color lithographed reproductions of Disney's art, the book makes colorful wartime reading for children.

STONE AGE STUFF



"Well, J. D., here we are open for business. Now you go find a good lawyer to interpret the Washington stuff and I'll try to round up a customer."

ONE GOOD ROLLER ON HAND IS WORTH THREE ON THE WAY



WE manufacture every kind of Roller the Lithographer requires for complete roller equipment of his press. Leather of a satisfactory quality for Leather Form Rollers is very difficult to purchase, as it must have a perfect grain surface. Smooth leather for Distributor Rollers is easier to obtain. Domestic leather, however, is not equal to the imported leather previously used. We recommend our Crescent Oil Rollers and our Crescent Rubber Rollers for the inking Rollers on all presses.

For Dampener Rollers we suggest our Star flannel base and Star Molleton or Velveteen Cover. Better rollers are always obtained where the roller stocks are sent to an experienced Roller Maker for recovering. Should the distance be too great and freight too congested, write us for information for covering Dampener Rollers in your own pressroom. You will receive instructions from skillful, experienced Roller Makers who have devoted their lives to the manufacture of rollers for the lithograph trade.

Remember: There is no substitute for experience.

BINGHAM BROTHERS COMPANY

Roller Makers, Established 1826

406 Pearl St.
New York, N. Y.

521 Cherry St.
Philadelphia, Pa.

648 South Ave.
Garwood, N. J.

980 Hudson Ave.
Rochester, N. Y.

131 Colvin St.
Baltimore, Md.



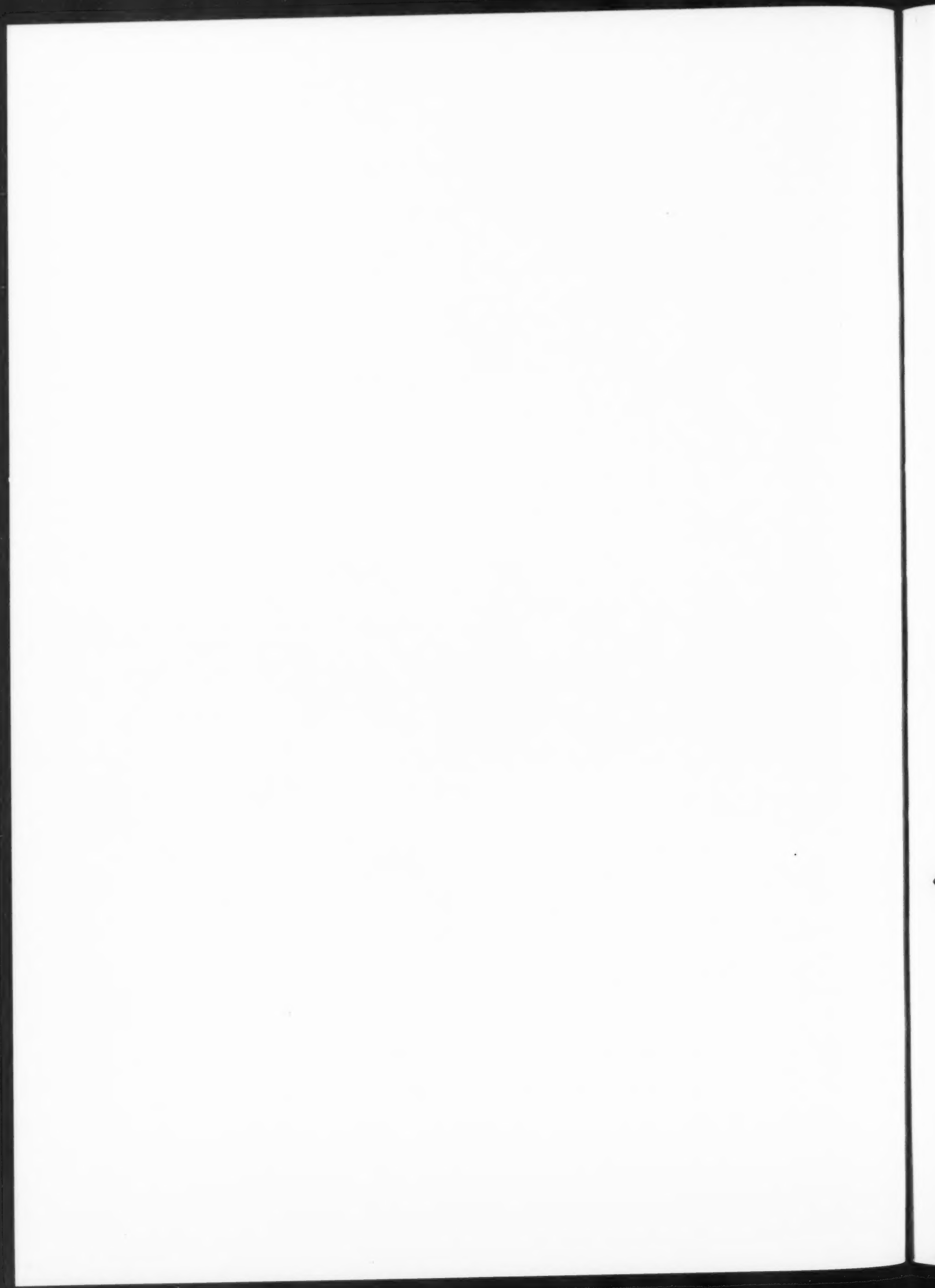
Feast IN THE *Fijis*

ONCE JUST A PICTURE IN A GEOGRAPHY BOOK.

A QUAIN HARVEST FESTIVAL BECOMES REAL LIFE FOR AMERICAN MARINES

WHO SAMPLE EXOTIC FRUITS OF THE ROMANTIC SOUTH SEA ISLES.

FIRST OF A SERIES PAINTED BY JOHN FULTON FOR HOTEL NEW YORKER, NEW YORK



C. S. Findlay of F & L Dies

Charles S. Findlay, a trade figure for over half a century and a representative of the Fuchs and Lang Mfg. Co. since 1911, died April 7. Born in Buffalo, in 1870, Mr. Findlay began to learn the trade of transferring at Duston's in Dunkirk, N. Y., in 1887. Other concerns by whom he was employed included: Gies & Co., Buffalo; Calvert Litho Co., Detroit; Eagle Litho Co., Chicago; Milwaukee Litho Company and Gugler Litho Company, Milwaukee; Republic Bank Note Co., Pittsburgh; Harris Automatic Press Co., Cleveland; and International Bank Note Co., New York.

Mr. Findlay made the plates and assisted in the demonstration of the first Harris Offset Press at the Republic Bank Note Co. He erected and demonstrated the first offset press installed in Venezuela. Mr. Findlay joined the Fuchs & Lang Manufacturing Company in 1911 and traveled extensively for them in Canada, Ohio and New York. In recent years most of his activities were with the metal decorators in the New York metropolitan district.

Thomas M. Graham Dies

Thomas Meredith Graham, who for 45 years was a salesman for the Oberly & Newell Lithograph Corp., New York, died April 22, following an illness of more than a year. Death came on his 68th birthday. With the exception of H. C. Newell, head of the firm, Mr. Graham had the longest record of service with Oberly & Newell. He spent many years repre-

senting the company in the South, before his retirement from active work in November, 1941.

Award Cleveland Poster Prizes

The ninth annual Cleveland student's poster art contest was recently concluded and prizes totaling \$500 were given by J. A. Zimmer, president of Central Outdoor Advertising Co.

N. Y. Club Meets May 26

The New York Litho Club has scheduled its regular monthly meeting for Wednesday, May 26, 6:30 p.m. at the Building Trades Club, 2 Park Avenue. Program arrangements are not yet completed.

Geffen, Dunn Produce Report

Geffen, Dunn & Co., New York, combination plant, has recently completed the planning, preparation and

production of a 60-page annual report, for the Chesapeake and Ohio railroad, which has received wide praise in business circles. The 9 x 12" book is produced by offset lithography in two colors throughout, with a center map spread in four colors. Many halftones are featured as well as pictorial charts. The job was run from deep-etch plates, according to James F. Draper, of the Geffen Dunn firm. Some 90,000 have been distributed, he said.

Stark Addresses Conn. Craftsmen

"Typographer Becomes a Lithographer" was the subject at the April 15 meeting of the Connecticut Valley Club of Printing House Craftsmen, at Hotel Essex, Springfield, Mass. The speaker was John Stark, of John Stark Laboratories, South Hadley, Mass.

Hotel Requires 1,100 Offset Menus Per Day



Two of the menu covers are shown above. Left—"Apertif in Algiers," and "Dance of the Bohead Whale." See insert (opposite page) for two color reproduction.

THE INSERT

"Feast of the Fijis," is one of a set of four menus lithographed by Quaker State Lithographing Co., New York, for Hotel New Yorker. The series, conceived by R. Kynett Penfield, advertising manager of the hotel, and painted by magazine illustrator John Fulton, was reproduced by two-color process, from albumen plates with 133 screen. George A. Muenzer of Quaker State said that he worked very closely with the artist on the color correction which was done on the negatives. For more on these menus, see the accompanying story on this page.

QUAKER STATE LITHOGRAPHING CO., New York, is just completing a run of 190,000 lithographed menus for Hotel New Yorker, which feature cover paintings by John Fulton, magazine illustrator, depicting American soldiers, sailors, airmen and marines, in some of the strange lands where they are now stationed. The total run is broken up into four subjects, one of which is shown on the insert opposite this

page, while two others are reproduced above. The New Yorker has been using two such sets of four subjects each year.

Many of the hotel patrons ask for souvenir copies and these are placed in special envelopes for this purpose. The hotel uses over 1,100 menus per day in its various restaurants. (Further information on the production of these menus will be found elsewhere on this page.)

Lithographers!



THIN PAPERS
are Essential to
MODERN BUSINESS

to reduce
Office and Factory
expenses.

Specify one of
ESLEECK
THIN PAPERS

Fidelity Onion Skin
Clearcopy Onion Skin
Superior Manifold

Recommended for
Thin Letterheads, Copies,
Records, Advertising.

SEND FOR SAMPLES

ESLEECK
Manufacturing Company
Turners Falls, Mass.

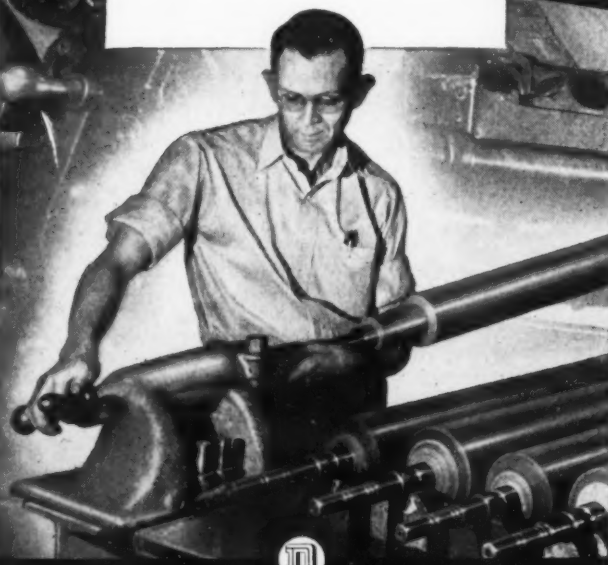
AXIS UNDERMINERS!

Indispensable to the welfare, morale and unity of our fighting Allies are the free presses of America at war. From them flow the words, pictures and ideas which are undermining and confounding the Axis propaganda makers.

Indispensable, too, are Dayco Rollers in reducing "down time" while performing efficiently and economically on grueling wartime runs despite variable climatic conditions. Never before has Dayton's well earned "know-how" in the pioneering and development of all-purpose synthetic rollers been so vital to both large and small printers and lithographers. Never before has Dayco's *exclusive* ability to be Re-Daycoed time and time again to original efficiency, at a fraction of new roller cost, been so valuable to the printing industry.

THE DAYTON RUBBER MFG. CO.
DAYTON, OHIO

LATIN-AMERICAN REPRESENTATIVES:
National Paper & Type Co., 120 Wall St., New York
CANADIAN REPRESENTATIVES:
Manton Bros., Ltd., Elizabeth Street, Toronto



Dayco Rollers

THE ORIGINAL AND PIONEER SYNTHETIC RUBBER
PRINTING AND LITHOGRAPHIC ROLLERS SINCE 1934

Seven New York Litho Groups Meet; Hear War Correspondent, See Film

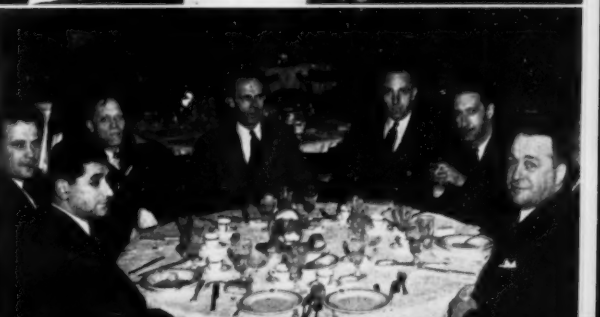
MEMBERS and guests of seven litho organizations, representing every branch of the lithographic industry in the New York metropolitan area, met together April 14 and heard Frank Gervasi, war correspondent of *Colliers* magazine, tell of his experiences with the British Eighth Army in Africa. The meeting was held at the Building Trades Club and nearly 170 attended.

In a straightforward talk, Mr. Gervasi warned that we are winning the war militarily, but we are losing it politically. "We are as ill-prepared to meet a peace as we were to meet a war," he asserted. Mr. Gervasi has been on every battlefield, except the Russian, and reported that millions

of people in stricken lands are still looking to America as the key to their salvation.

Preceding Mr. Gervasi's talk, C. P. Titsworth of the Miehle Printing Press & Mfg. Co., who was in general charge of arrangements, presented the Miehle film, "Printing for Victory." Fred Rudge, of William E. Rudge's Sons, then presented the Miehle War-time Printing Library, and explained how it could help lithographers to produce material tied in with various war projects of the government. Edward R. Kresy, of Consolidated Lithographing Co., chairman of the Second War Loan Drive for the lithographic industry in the New York area, appealed for extra purchases of bonds

Below—Seated at the speakers' table are (l. to r.) the late D. R. Morean, Pres., Eastern Lithographers Assn.; W. J. Riehl and John Blackburn, Amalgamated Lithographers of America; William Winship, Pres., Young Lithographers Assn.; Frank Gervasi, *Collier's*; Maurice Saunders, LNA. Lower photo shows opposite end of table (l. to r.) Mr. Winship; Mr. Gervasi; Mr. Saunders; Fred Rudge, Wm. E. Rudge's Sons; Victor Friedman, Pres., N. Y. Photo-Lithographers Assn.; W. H. Carey, Pres., N. Y. Litho Club; Walter Soderstrom, NAPL; and C. P. Titsworth, Miehle Co. At right are general scenes snapped during the evening dinner program.





Chalk up another FIRST for CHARLTON

We anticipated the wire shortage a long time ago . . . and did something about it. Special machinery was designed and built to overcome the binding faults that wire restrictions imposed.

Now, magazines, books, pamphlets look better and *are* better when bound by CHARLTON, even when only single-stitched. And the best part of all — no increase in price is involved.

Interested? Samples and quotations will gladly be sent you.

F. M. CHARLTON CO., Inc., *Bookbinders*

★ ★

"Minute Men



in Performance"

★ ★

345 HUDSON ST., NEW YORK, N.Y.

WALKER 5-3871

**Meeting Today's
Performance Demands
in Pressrooms Everywhere**

ROOSEN INKS

H. D. ROOSEN CO.

Manufacturers of high quality
ROOSEN INKS for every printing
purpose, Varnish, Dry Colors,
and Dryers for over 40 years.

BRANCHES:

CHICAGO
623 S. Clark St.

BOSTON
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Cambridge

BALTIMORE
3432 Kenyon Ave.

MEXICO, D. F.
2 A. Calle
De Victoria 67

HAVANA, CUBA
Inquisidor No. 513-515

by the various individuals present and by the firms they represented.

Maurice Saunders, board chairman of the Lithographers National Association, presided during the evening, and gave a brief summary of the trade situation with regard to the manpower supply and other factors relating to the government.

Beem Purchases Mart Co.

H. L. Beem, former president of Line-O-Lith Co., Chicago, has purchased the Mart Printing Co. of that city, and on April 5 assumed full charge, following the retirement of W. F. Wells, former proprietor. While letterpress operations will be continued, emphasis will be placed on the offset department, which had been closed down since Mr. Wells' son entered the army a year ago, Mr. Beem stated.

Formerly associated with Merchants Industries, Inc., a printing concern of Dayton and Bellefontaine, O., Mr. Beem came to Chicago five years ago to organize and direct the Line-O-Lith Co., a subsidiary of Linehan, Inc., a letterpress firm.

The name Mart Printing Co. will be continued, with "Beem Litho-line" as the brand name for its products and "On the Beem" as the advertising slogan.

Appoint Freiberg Sales Manager

Edward Freiberg has been appointed sales manager of J. H. & G. B. Siebold, Inc., New York, manufacturers of lithographic inks and supplies. Mr. Freiberg has been with the Siebold company 11 years. His experience in the trade goes back to his boyhood days when he began work for Heywood, Strasser & Voigt, later serving his apprenticeship with Higgins & Gollmar. The announcement was made by George B. Siebold, Jr., president and treasurer of the firm.

Griswold Heads N. Y. Group

M. L. Griswold of Rogers-Kellogg-Stillson, Inc., New York lithographing firm, was elected president of the Typothetae of the City of New York, April 14.

Map Firm Gets Publicity

Weber-Costello Co., Chicago Heights, Ill., received valuable publicity through a picture story describing their production of lithographed maps and manufacture of globes, which appeared in the Roto section

of the *Chicago Daily News* April 10. Pictured also was the company's largest product, a globe 50 inches in diameter. President Roosevelt, the story stated, took one of these giant globes with him to his Casablanca conference.

Graphic Arts Arsenal Draws 450 in New York



Public Printer A. E. Giegengack looks over a 75 mm. howitzer gun which was demonstrated at the Graphic Arts Arsenal meeting.

NEARLY 450 lithographers, printers, and allied graphic arts men and women attended the Graphic Arts Arsenal meeting and exhibit, April 19, at New York's Hotel Commodore, and saw demonstrations of Army and Navy ordnance of the type being manufactured by a number of printing and lithographic equipment manufacturers. Chairman of the evening's program was Hon. A. E. Giegengack, Public Printer of the United States. Highlights of the program were demonstrations of a 75 mm. field howitzer and a height-finder by U. S. Army personnel, and 20 mm. anti-aircraft gun by Navy personnel. Official U. S. war films were also shown, made up of actual scenes from the first year of the present war in Poland, Germany, Czechoslovakia, Austria, and other European nations.

The continuing exhibit of war material at the Chrysler Building was

specially marked during "Graphic Arts Arsenal Week" indicating the many pieces of equipment which are now being manufactured by printing equipment manufacturers.

Harry L. Gage, Mergenthaler Linotype Co., was general chairman of arrangements. Participating manufacturers included the following: American Type Founders, Dexter Folder Co., Harris-Seybold-Potter Co., R. Hoe & Co., Interchemical Corp., Lanston Monotype Machine Co., MacBeth Arc Lamp Co., Miehle Printing Press & Mfg. Co., Harold M. Pitman Co., Vandercook & Sons, Wesel Manufacturing Co., and Miller Printing Machinery Co.

Co-sponsoring trade organizations included the following in the lithographic field: Litho Club of New York, New York Photo-Lithographers Association, and Eastern Lithographers Association.

We are busy producing products for the Armed Forces, but we still have available Plate Making Equipment and Supplies for the Lithographer and also some good used equipment.



Send for our catalog and list of used equipment



THE DOUTHITT CORPORATION

650 WEST BALTIMORE AVENUE

DETROIT, MICHIGAN

RELIABLE LITHOGRAPHIC PLATE CO., Inc.

The Pioneer Plate Grainers of America

**ALL PLATES
INCLUDING THOSE
REGRAINED FOR
MULTILITH
ARE MARBLE
GRAINED**

“RELIABLE” is far more than just part of our name. It means to our customers that our plates can be depended on to give first-class results because from start to finish the graining is handled by experts of long experience. Our plates are made right to work right—they are reliable! We carry a full supply of Zinc and Aluminum Sheets for Offset, Rotaprint Presses, in fact for all the lithograph trade.

**MILL
SELECTED
METAL
USED
EXCLUSIVELY
(MADE IN U.S.A.)**

A trial order should “sell” you our services and products.

RELIABLE LITHOGRAPHIC PLATE CO., Inc.

INCORPORATED 1916

17-27 Vandewater St. and 45 Rose St., New York, N. Y. • Phone: BEekman } 3-4542
3-4531

Complete Spring Program

The combined meeting of the Young Lithographers Association of New York with other local organizations during April completed the program of the Young Lithographers until October, William Winship, Brett Lithographing Co., president of the group, announced. A meeting originally scheduled for May was canceled because of a conflict of dates with the Lithographers National Association conference in Chicago.

Court Restricts Posters

In a unanimous decision the Vermont Supreme Court recently upheld a state law restricting outdoor posters. The decision maintained that outdoor advertising makes use of public thoroughfares and not merely private property, and that there is no inherent right to commercialize the highways. The state may grant permission for outdoor posters as it does in the bus and streetcar advertising.

Many Posters in Bond Drive

Lithographed posters played an important part in the Second War Loan Drive of the U. S. Treasury Department during April. According to reports at the beginning of the drive, more than 12,000 outdoor 24-sheet posters, 100,000 car cards, and 2,000,000 point-of-sale posters were distributed, in addition to thousands of one- and three-sheet posters.

Wrigley Posters Recruit WAACs

A campaign making use of three-sheet posters is being employed in the New England states to aid the recruiting of WAACs for the Army, and is being sponsored by the Wm. Wrigley Jr., Co.

Study Metal Lithography

George Frank, general supervisor of lithography of the Crown Cork & Seal Co., Baltimore, was the speaker at the April 8 meeting of the Philadelphia Club of Printing House Craftsmen, held at the Poor Richard Club. Speaking on "Metal Lithography," Mr. Frank traced the entire process step by step from the sheet of tin through to the lithographed

container. Al Davenport, chairman of the educational committee of the club, described the talk as one of the most instructive and outstanding talks

of the year. The next meeting of the club is planned for May 13, at the same place. Past President Ray Miller will be in charge.

Litho Employees Raise \$42,000 Cash for Bonds



Top—These are the team captains. Back row: Harry Menken, Anthony Sylvester, John Merschrod, W. R. Maslin and N. E. Johnson. The latter two made up the general committee. Front row: Edward H. Billings, Victoria Deroyan, and Philip Barzumato. Lower photo shows H. B. Donning, vice president and general manager, Mr. Maslin, Mr. Johnson, and Paul J. Norman of the U. S. Treasury Department, standing in front of the posters used to show daily progress toward the \$25,000 cash goal.

EMployees of National Process Co., New York lithographers, conducted an intensive two week war bond drive within their own ranks, during April and nearly doubled their goal of \$25,000 cash, enough to purchase 25 jeeps for the armed forces. Split up into three teams, the employees represented office, shop and pressroom, with quotas of \$5,000 for the office, and \$10,000 each for the others, based on number of employees and payroll. Members of winning teams were awarded individual bonds as prizes.

A total of \$42,000 cash had been

raised by the first of May, with some still coming in, leaders of the drive reported.

As an added incentive, a day off was given by the firm to a number of girls for bringing in \$100 or more in cash for bonds. Appropriate charts were prepared by the company's art department and portrayed the day-by-day progress of the drive.

The committee in general charge of the drive was composed of N. E. Johnson and W. R. Maslin and was assisted by Paul J. Norman, Deputy State Administrator, U. S. Treasury.

Six Experts Describe Presses of the Future

NO radically new, streamlined futuristic press is going to suddenly appear on the market on the day the war is over, but many war-time changes in methods and materials will leave their influence on the postwar lithographic and printing presses, and these presses will show many advancements over present ones. This was the consensus of opinion of representatives of six printing

press manufacturers who discussed "The Printing Press of the Future" at the meeting of the New York Club of Printing House Craftsmen, April 15, at the Building Trades Club. Nearly 200 members and guests attended.

The speakers were: Harry A. Porter, Harris-Seybold-Potter Co.; Frederick B. Heitkamp, American Type Founders; Benjamin L. Sites, Miehle

Printing Press & Mfg. Co.; Daniel J. Casey, Miller Printing Machinery Co.; Gilbert H. Higgins, R. Hoe & Co.; and C. I. Rundlet, C. B. Cottrell & Sons Co.

Press manufacturers, all of whom are now engaged in war production, are learning new techniques, and the use of new materials, and these will all contribute toward improved printing machinery in the future, the speakers agreed. Mr. Porter assured the craftsmen that present equipment will not be obsolete after the war, at least for some time, and its owners will not find themselves at a competitive disadvantage with new equipment. The press of the future will be superior and will utilize new metals, plastics, synthetic rubber, alloys, and lighter, stronger steel, he said.

Mr. Heitkamp told a little of the work of the ATF postwar planning division, which is keeping in close touch with the graphic arts industry, and he pointed out that present research will lead to improved products.

Mr. Sites predicted the further development of a new printing process "Intaprint" which he said combines desirable features of offset, letterpress and gravure methods. This may call for completely new types of presses along with a new printing process, he said.

Mr. Casey, as well as several other speakers, warned against expecting the sudden appearance of entirely new types of presses following the war. He said it will be an evolutionary process with new ideas and improvements gradually being incorporated.

Mr. Higgins, speaking primarily with reference to rotary web presses, predicted more extensive use of the "electric eye" for registering color on presses. He also told of the advantages of forced automatic lubrication from an oil reservoir, and a similar method for a controlled ink supply from an ink reservoir. Mr. Rundlet stated that engineering departments have given considerable attention to greater simplicity of press operation and that this may be one of the new features of future presses.



This is a war of efficiency—just as better arms make better fighting armies—so better papers increase the efficiency of thousands of unheralded men and women at typewriters, accounting machines and general office work.

Parsons Papers are doing their bit by providing the right forms for all procedures . . . the right papers for records, systems, routines, etc.,—quality papers (made from cotton fibers) that ease eye-strain, work smoother and faster, file better and last longer.

These are the papers to recommend to your customers. Ask your Paper Merchant about—

Parsons Paper *Specialized for Modern Business*

BOND PAPERS

For correspondence, documents and forms of every description

LEDGER PAPERS

For accounting systems, records, certificates and other permanent needs

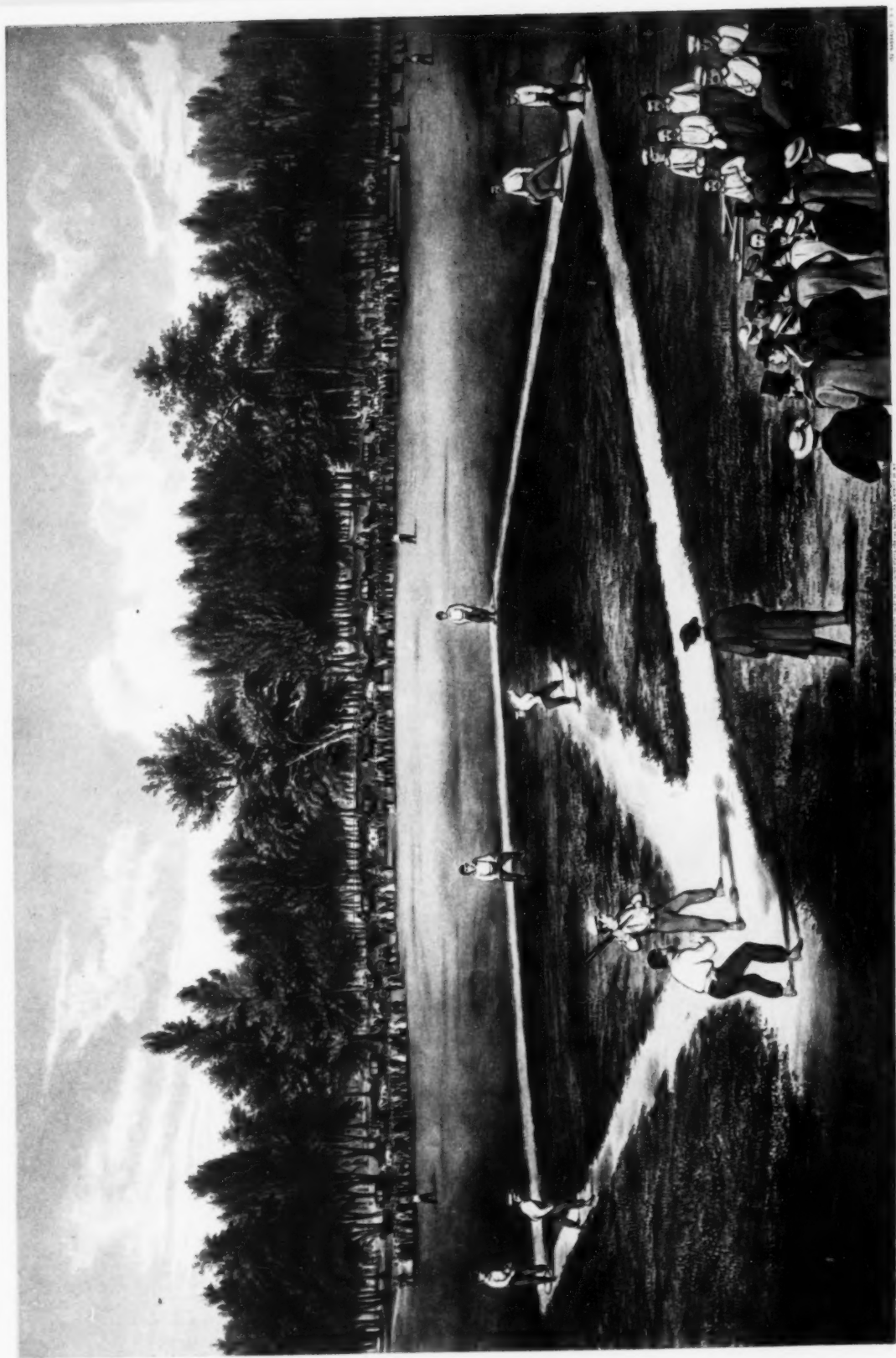
INDEX BRISTOLS

For machine accounting, index record cards and general uses

TECHNICAL PAPERS

Made to your specifications for all types of special requirements

PARSONS PAPER COMPANY • HOLYOKE, MASS.



THE AMERICAN NATIONAL GAME OF BASE BALL.
GRAND MATCH FOR THE CHAMPIONSHIP AT THE FORDIAN FIELDS, HOBOKEN, N. J.

Philadelphia Club Meets May 24

Egbert Jacobson, art director of the Container Corporation of America, is to be the speaker at the May 24 meeting of the Philadelphia Litho Club, which will be held at the Poor Richard Club. The subject will be "Color Harmony," and Mr. Jacobson will demonstrate and discuss the Color Harmony Manual, which is said to simplify the selection of colors for industrial use. The use of this manual for color matching will also be explained.

At the Litho Club meeting April 26, Lt. Col. S. N. Raynor, U.S.M.C., described the work of the Marine Corps Publicity Bureau, which handles a large amount of lithographic work for this branch of the armed forces. He explained why it is necessary for the Marine Corps to produce most of its own work, instead of placing it in commercial plants, and told of the development of the publicity bureau. Another feature of the April meeting was the presentation of the Wartime Printing Library and the accompanying "talking slides," by Charles Mills of the Miehle Printing Press & Mfg. Co. About 65 attended.

A plaque, made by the deep etch process on a stainless steel plate mounted on a wood base, was presented to the speaker on behalf of the club by Walter Kaiser, club president. The plaque paid tribute to Lt. Col. Raynor for his work in lithography, and carried a portrait of Senefelder.

Two new members were elected to

the club during April. They are Walter Re Savage, Crown Can Co., and Charles K. Steiger, Ketterlinus Lithographic Mfg. Co. It was also announced that Elmer Strange has



Fred W. C. French, former Litho Club secretary, is shown above (left), inspecting the pen and pencil set presented to him, April 12, by Club President Walter Kaiser.

been elected vice-president to succeed William Stevens who resigned on becoming night superintendent recently at Edward Stern & Co.

Veith at Baltimore Club

Robert Veith, camera specialist of the Rutherford Machinery Co., manufacturers of photo-mechanical equipment, addressed the Litho Club of Baltimore, at its meeting April 19, at Hotel Emerson. Talking on "The Camera, its Application to Lithography," Mr. Veith drew widely from his experience as a designer, installer and operator of photo-mechanical equipment.

An unusual touch was added to the meeting following the formal program, when Mr. Veith played several numbers on his concert zither, a rare stringed instrument. He has given a number of radio performances and made many other appearances over the country with this instrument.

About 40 members and guests attended the April meeting. Plans for the May meeting are to be announced later.

Promote Freight Bills

American Lithofold Corp., Chicago, St. Louis and New York, is conducting a special sales promotion in the motor trucking field on behalf of their line of continuous freight bills. An offer is made to lithograph route maps without charge on the backs of the bills.

Hochstadter Moves and Expands

Hochstadter Co., Inc., Chicago label lithographing concern, has moved from 152 W. Walton Place, to new quarters at 732 Federal Street. Here floor space of 7,500 sq. ft. has provided room for expansion, while the close proximity to the downtown business district is also of advantage. The company has been in business over 25 years and began its own label manufacturing operations eight years ago. A new Harris two-color offset press was purchased last October, but when the floor in the former quarters was discovered to be unable to support this, the move to the new place was made necessary.

Hammermill Gets Second "E"

A second Army-Navy "E" award has been given the Hammermill Paper Co., Erie, Pa., by the War Department, in recognition of the company's continued excellence in the production and delivery of paper. On September 15, last year, the Hammermill company was the first paper mill to receive the award, and the second award gives the firm the right to add a white star to its "E" pennant.

Plan Advertising Art Show

The 22nd Annual Exhibition of Advertising Art, sponsored by the Art Directors Club of New York, is planned for June 7 to 30. It will be held in the main exhibition room of the New York Public Library. War posters will be included in lithographed material shown.

Lady Lithographer on Wheels

Gunthrop-Warren Co., Chicago combination plant, is making use of a girl motorcycle messenger to help solve the manpower shortage. Recently the young woman, Miss Jacqueline Albright, aged 21, came into the limelight when she was upset by a truck while rushing a set of proofs to a customer. Police reports said she picked herself up, and, after finding that she was uninjured, brushed herself off and sped away.

THE INSERT

This is a page from the book *Currier & Ives*, which contains 192 pages of four color and duotone lithographed reproductions of the famous American prints. The lithography is by Zeese-Wilkinson Co., Inc., Long Island City. This reproduction, and others in the book, were produced by the company's Similestone deep etch process. Conversions were made from albumen plates used for a deluxe edition of the book some years ago. *Currier & Ives* was published by Doubleday, Doran, New York. (Complete details of this job and other inserts were published here in January and February.)

SERVICE

in a time of crisis

Today's urgent need for Government service is a challenge we are meeting every day. But with our ability and experience, your requirements, and service, are our responsibility.

KNOP and BRAUER^{INC}
MILWAUKEE

A Dependable Source of Supply

SINCLAIR & CARROLL CO., Inc.
LITHO INKS OFFSET

591 ELEVENTH AVENUE, Tel. BRyant 9-3566
NEW YORK CITY

CHICAGO
440 W. Superior St.
Tel. Sup. 3481

LOS ANGELES
417 E. Pico St.
Tel. Prospect 7296

SAN FRANCISCO
345 Battery St.
Tel. Garfield 5834

NEW ORLEANS
211 Decatur St.
Tel. Magnolia 1968

Name Wilkens Vice-President

The election of John A. Wilkens as vice-president and treasurer of the Sweeney Lithograph Co., Belleville, N. J., was announced during April by Harvey Glover, the firm's president. Mr. Wilkens was for 34 years associated with the Charles Francis Press, New York, a combination plant, and is prominent in printing, and publishing circles.

During many years as vice-president and treasurer of Charles Francis, Mr. Wilkens was also treasurer and director of the New York Employing Printers Association and treasurer and director of the Advertising Club of New York.

GAVC Issues V-Home Book

An eight-page book of ideas and suggestions for lithographers and printers in connection with the government promotion of "V-Homes" has just been distributed to participating firms by the Graphic Arts Victory Committee. The book describes the campaign to enlist the cooperation of persons on the home front in civilian defense, conservation, salvage, war bonds and other war activities. The book contains a center spread of layout and copy ideas which can be used by lithographers and printers in working out local promotions with local V-Home leaders.

Louis Denburg Dies

Louis Denburg, of Newark, N. J., father of four sons in the lithographic industry, died April 10, while vacationing in Miami Beach Florida. Four surviving sons are Herman M., Harry L., Benjamin, and Samuel D., all connected with the Barton Press, Newark lithographers. Burial was in Newark.

Paper Merchants Ask Help

Chicago paper merchants report difficulty in complying with wartime conservation rules requiring that goods be shipped on the day following receipt of the order. The trouble, which is duplicated in other printing centers, is due, they say, to the habit

printers have of phoning their orders to paper houses late in the afternoon. This results in very quiet operating periods in the morning hours and greater than peak operations in the late afternoon, with considerable overtime, and frequent inability to get the order ready for next day's delivery. In a letter to Chicago printers and lithographers, the Fine Paper Merchants of that city suggest that orders be phoned in as early in the day as possible.

Calvert Head Dies

George W. Heigho, 82, president of the Calvert Lithographing Co., Detroit, died April 3, at his home in Toledo. Mr. Heigho had served the Calvert company as president since 1910, and had a record of 62 years of service with the firm. At the time of his death, he was a director of the Lithographers National Association and was an officer of the Label Manufacturers National Association.

Greeting Card Ad Draws Favorable Attention

Prepared for
Gardner & Bender,
this ad appeared
first in Collier's

A FOXHOLE IS A STRANGE PULPIT
but I feel like preaching.

Crushed in a hole, there's no way to look, or to see. And looking up, I begin to see father, closer than I've ever seen before.

Out here, ideologies fade, stripped of fancy words, the four freedoms emerge for me. I know, and so does every man out here, home, what we're fighting for. It's HOME! Handcuffs pound the word. Are you too close to familiar things to see that all humanity's joys and aspirations are wrapped up in the one word "Home"? Under its invisible banner, (we) contain the world over and common cause.

The symbols of home are different for every man. For one they are the loved, intimate things... a quiet fence and books, or great old trees and lazy fireplaces in the peaceful lane. For another, home is a congenial helpmate, the presence of his folks, or a wide circle of pleasant friends. Home can't be handled nor described, for its power flows from the heart, never from the world.

Every foxhole, men are looking home. Not just for guns and food, fighting men need something more... the weapon you can put in their hands and hearts—the new moment of courage—Mail From Home!

Maybe you think courage comes naturally. No, soldiers are flesh and blood. They may seem braver to you, but heroes are ordinary men who obey their hearts when duty or the plight of their fellowmen demand it.

Neither heroes nor brave fighters step from the ranks of men made lonely by a hunger in their hearts for news from home.

Mail from home is like a chunk of the front porch. It evokes visions more real than shuffles and squeaks, more enduring than shock and blood... because your warmth and affection say the things we have to believe in to make living worth-while.

Keep the home front humming in our hands until the job is finished... it's your unique aim—almost as certain. Any you can help today? You could start printing! In the foxholes where men grip their guns even as they sleep, all prayers begin the same way: "Please, God, tomorrow let me hear from home!" How can I guide your duty choice?

GARDNER & BENDER, INC. • 100 SOUTH MADISON AVENUE • CHICAGO, ILLINOIS
STATIONERY, GREETING CARDS, BOOKS, ETC. • 100 SOUTH MADISON AVENUE • CHICAGO, ILLINOIS
LITHOGRAPHY, PRINTING, ETC. • 100 SOUTH MADISON AVENUE • CHICAGO, ILLINOIS

THE advertisement shown above, which appeared in *Collier's* April 3, was prepared for Gardner & Bender, Inc., Chicago lithographers specializing in greeting cards, and has had wide circulation and attracted considerable attention in the advertising world. The ad is unusual in that it promotes the advertiser's line of Golden Bell greeting cards only in a minor appeal, while its main force is directed at producing more letters from home to the boys in the fox-

holes. So far the message has been aired on a 167-station radio network, and reprinted in a large arms plant's house magazine. It was prepared by Reiss Advertising of New York. Robert J. Bender, of the Chicago firm, told *Modern Lithography* that his company's effort would be continued to "champion the morale building campaign among our fellow Americans on the home front." He termed mail from home the "raw material of courage to our boys."

★ ★

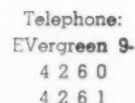
Select Quality Chemicals

Send for Price List

622 RACE STREET

PHILADELPHIA, PENNA.

UNGRAINED-GRAINED-REGRAINED



EXCLUSIVE MANUFACTURERS OF PREPARED PLATES
37-43 Box Street-Brooklyn, N.Y.

Printing Show Opens May 25

The Chicago Society of Typographic Arts has scheduled its 17th annual exhibit of "Design In Printing" for opening May 25, at Art Center, Chicago. Lithographers, who made an impressive showing at the 1942 exhibit, by capturing five "Certificates of Merit" awarded for outstanding design in various classes, are planning to hold this ground this year and make advances if possible.

Bans Liquor Displays

A law has just been put into effect in South Carolina prohibiting the use of window display space for showing liquor or liquor packages. The state also prohibits the use of posterboard space for liquor advertising.

Scrap Totals 17 Million Pounds

The "Hell-Box" scrap salvage campaign among printers and lithographers in the state of Illinois, up to April 1, had resulted in collection of 17,430,417 pounds of junked printers' metal, leaders of the drive report.

Plan New England Affair

The New England locals of the Amalgamated Lithographers of America have announced plans for a dinner dance to be held June 5 and 6 at the Bridgeway Hotel, Springfield, Mass.

GUEST EDITORIALS

(Continued from Page 33)

(THWAITE)

and forbearance. We shall need great resourcefulness, great courage and vision. Perhaps we shall be called upon for great sacrifice. It is my conviction that we, as lithographers, will fully measure up to whatever requirements may be placed upon us and that we shall come through stronger because of the testing and with clearer vision.

MILTON P. THWAITE

(MAXWELL)

manpower controls will begin to siphon off skilled men from litho-

graphic plants doing certain types of work and place them in locations where their skill will be applied to the production of lithographic material directly essential to the war effort on the fighting fronts.

These are only guesses but these and other problems are on lithographers' minds today and they are finding value in meeting together, at a War Problems Conference for a full and fair exchange of ideas. Under the leadership of the Lithographers National Association basic policies are being determined which will guide the Industry to a fuller participation in the war effort and prepare it for an expanding post-war market. It is interested in your lithographic problems; you should be interested in the opportunity which is yours for exchange of ideas and information with other members and participation on a democratic basis in the determination of its guiding policies.

W. FLOYD MAXWELL

CMP—HOW IT WORKS

(Continued from Page 47)

office equipment (except repair parts); clothing, shoes or other wearing apparel (with certain exceptions which are not ordinarily used in lithography); automotive replacement parts; automotive maintenance equipment; cellophane and similar transparent materials derived from cellulose having a gauge of less than .003" and cellulose caps and bands of any gauge.

It is important that purchasers of printed matter and stationery (including letterheads) are not to apply any preference rating on their order for these materials under CMP 5; also that Priorities Regulation No. 3 and 11 have been amended so that ratings may not be extended for such purposes.

Many MRO supplies used by the industry have been controlled by other WPB orders, and these orders are not relaxed by the provisions of CMP 5.

In addition to the quantity restrictions provided in CMP 5, CMP Regulation No. 2 limits the inventories of controlled materials to not greater than such quantity of any item as would be required by current practices to be put into use during the succeeding 60-day period. In addition, the "practicable minimum working inventory" provisions of Priorities Regulation No. 1 apply to all materials and products.

WHILE CMP 5 provides for three separate forms which may be used in obtaining supplies, CMP Regulation No. 7 has been issued which, in the interests of simplification, carries a single form of certification which may be used instead of any other certification required by CMP regulations, to be endorsed on a delivery order (usually this is the purchase order). The text of the certification is as follows:

"The undersigned purchaser certifies subject to the penalties of section 35(A) of the United States Criminal Code, to the seller and to the War Production Board, that, to the best of his knowledge and belief, the undersigned is authorized under applicable War Production Board regulations or orders to place this delivery order, to receive the item(s) ordered for the purpose for which ordered, and to use any preference rating or allotment or symbol which the undersigned has placed on this order."

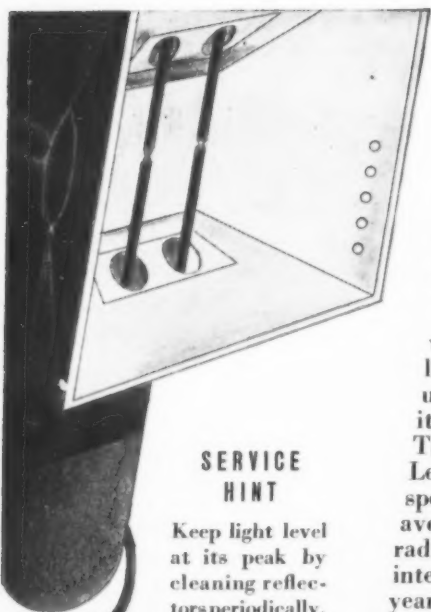
The certification should be signed manually. Other orders under which the industry functions require separate certifications.★★

WASHINGTON

(Continued from Page 51)

are subject to the ceiling regulation.

The OPA also revised its order controlling prices on used machinery and parts so that allowances may be made, in accordance with standard practices, for depreciation. It outlines two methods of determining the price ceiling of a given piece of machinery. Persons interested in buying or selling used machinery should



SERVICE HINT

Keep light level at its peak by cleaning reflectors periodically.

USE NATIONAL WHITE FLAME PHOTOGRAPHIC CARBONS—THE LIGHT OF DAYLIGHT QUALITY

TRADE-MARK

Carbon Arc Lighting saves Time and Material at the Copy Board

● In these days of world-wide conflict, time and materials are at a premium. Neither can be wasted. The carbon arc conserves both for the lithographer.

The sturdy construction of carbon arc equipment with its constant output of high intensity snow-white light is appreciated more than ever in these times by users of this equipment. From the time the arc is struck it emits a light of uniform color quality and intensity. This greatly simplifies the lithographer's technique. Length of exposure is kept at a minimum and plate spoilage from over or under exposure due to light change is averted. A reliable technique based upon constancy of radiation is never disturbed by changes in quality or intensity. Exposures made today can be duplicated a year from today with the same results.

You can rely upon your arcs for uniform, high quality work in both black and white and color reproduction.



NATIONAL CARBON COMPANY, INC.

Unit of Union Carbide and Carbon Corporation



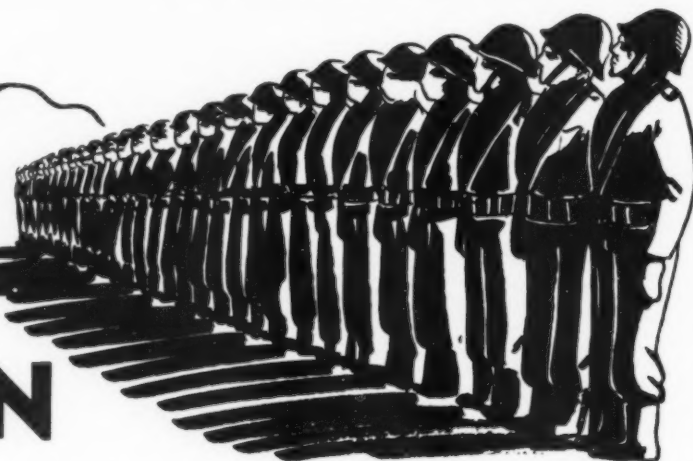
Carbon Sales Division, Cleveland, Ohio

General Offices: 30 East 42nd Street, New York, N. Y.

Branch Sales Offices: NEW YORK - PITTSBURGH - CHICAGO - ST. LOUIS - SAN FRANCISCO



INSPECTION



Today's offset jobs have to stand inspection and measure up to standards, whether you have three weeks or twenty-four hours to turn them out. And in this fact lies one of the secrets for the success of ECLIPSE DEEP-SET BLACK INK. It is completely dependable for trouble-free high speed work — it assures good blacks, brilliant and strong, whether in line or halftone. ECLIPSE DEEP-SET BLACK is the product of many years of skillful experience,

and you can depend on its 100 per cent performance at all times. Send for a trial order and test it in your own pressroom.

DO YOUR PART

Help conserve essential materials. Order inks in the largest container sizes you can conveniently handle. Avoid rush orders by anticipating your needs.

HIGHEST QUALITY INK FOR THE LITHOGRAPHER

GAETJENS, BERGER & WIRTH, INC.

35 York St., Gair Bldg., Brooklyn, N. Y.

538 S. Clark St., Chicago, Ill.

obtain complete copies of this amended regulation (MPR 136, Amendment 76) from the local or regional OPA office.

Concentration of industry, which caused some uneasiness in the trade some months ago, has now been successively called a "dead duck," and a "dead pigeon" by men who ought to know. The former "fowl" language was applied to the concentration idea some time ago by the head of the Small War Plants Corporation, and WPB Chairman Nelson was responsible for the latter epithet.★★

PACKAGE REVOLUTION

(Continued from Page 39)

as a means of carrying essential goods to the consumer, then package success must again rely on sales appeal through colorful and attractive design. For the present, however, it is doubtful that the business created by lithographing directly on the new paper containers will make up for the business lost in metal decorating, or in the production of labels for tin or glass containers.

A NUMBER of metal lithographers have been hard hit by the restrictions on metals. Many who formerly did a volume of work in the toy industry and other fields, have been hit harder in those fields than in their container market, since metal containers are still being made for certain essential purposes.

American Can Company, which operates 38 metal lithographing plants, and which some eight months ago announced a perfected method of utilizing metal lithographing equipment for the production of paper containers, on May 1 announced further developments in this direction. At first most of these fibre containers required metal ends, but the most recent announcement of the company reports an all-fibre can. This can is constructed of stock similar to the modern paper milk container with a thermoplastic lacquer lining which serves the double purpose of a protective inner coating and adhesive for the seam and joints. The new can,

which is suitable for a number of dry food products such as cereals, grated cheese, dehydrated foods, starch type dessert powders, cocoa, spices and others as well as numerous dry chemicals, is of lap-seam construction with top and ends crimped and heat-sealed to the wall. Present production is limited to the output of one manufacturing line until critical electrical equipment is made available. A friction plug with inner expanding disc, provides a tight, easily removed and easily replaced closure.

The can has a high resistance to water vapor and grease penetration, but laboratory tests of unquestioned authenticity should be made by the user and no manufacturer's recommendation on these two points accepted per se. Packaging Institute, Inc. and other trade associations can give reliable information regarding such test facilities.

The utilization of metal lithographing equipment for these fibre cans by American Can has avoided the imminent idleness of this specialized equipment during a time when the demand is so great for the products they are built to produce. (A complete story of American Can's process of fabricating and lithographing fibre cans on metal can equipment was published in *Modern Lithography*, Sept., 1942, Page 51.)

A REPORT from the Los Angeles office of Stecher-Traung Lithograph Corp. recites the success of a new convolute grease-tight container with a colorful lithographed varnish label adopted by the MacMillan Petroleum Co. of that city. Already sales recorded into the millions testify to the popularity of this container. Further than that the paper can has been found to have three times the pressure test performance than had the former tin can. The MacMillan Company's experience included experiment with spiral wound paper cans, coated with grease-proof formulas. The final convolute can adopted is grease proofed with a special formula which not only protects against grease penetration but seals the container at the top and bottom.

MacMillan has prepared an agreement under which all other oil companies may use this same package.

The substitute containers which have been developed in various industries take on many different forms, such as bags, folding cartons, spiral wound and convolute containers, and are made of chip board, patent coated newsback, asphalt laminated board, glassine, cellophane, and other materials. Varnished finishes, sometimes used, preserve the surface of containers only, but have little value from the standpoint of moisture vapor blocking or grease penetration. Various forms of paraffine are used, as well as other treatments for grease proofing.

Some such developments have little bearing on the lithographer involved since, in many cases, the same general type of label can be applied to either a metal can or a paper can. However, in many cases the change from an elaborate metal lithographed can to a paper can with a paste-on label, represents a complete change in the method of lithography employed.

In most cases the changeover from tin to glass containers for food and other products has tended to sharply reduce the volume of work for the label manufacturer. Glass furnishing a visible container, obviously the packer desires to expose the contents and has refrained from using a completely covering label. The ratio is about one-third to one; that is, the glass label has about one-third the area of the normal can label, same capacity container. However, packers realize that they must still promote their trademarks for quick and easy identification, so recently, several of them have enlarged their labels for glass jars, feeling the lack of visibility and trade recognition in the smaller glass jar label. Under present conditions of manpower and paper restrictions, this situation may have to be faced, but as a permanent condition, it would mean a considerable loss of volume to the trade.

While many of these packaging changes, and their resulting effects on lithographic markets, can be no more than temporary conditions under the

THIS SIMPLE TREATMENT
will make
YOUR OFFSET BLANKETS
LAST LONGER

Vulcan recommends the following treatment—long used by many lithographers to lengthen the life of impression cylinder blankets.



Every once in a while, remove blanket from the cylinder and wash the front thoroughly with a weak lye solution. Don't bathe the whole blanket, because lye corrodes cotton backs. Wash only the face of the blanket, rinse with clear water

until all traces of alkali are gone, and allow to hang for about two weeks.

Pressmen report highly beneficial results from this treatment, which enables blankets to regain much of their original life.

Vulcan offers this, and other tips to come, in a spirit of cooperation with the Nation's efforts to conserve vital materials.



VULCAN PROOFING CO.

First Ave. and Fifty-Eighth St., Brooklyn, N. Y.

Ⓢ 3785



America's Distinctive Hotel Invites You

Welcome to the Edgewater Beach Hotel on the occasion of the Lithographers' National Association Meeting on May 10, 11 and 12, 1943. Here you will find every facility and service for your complete comfort and enjoyment.

WILLIAM M. DEWEY, *President*

PHILIP J. WEBER, *Resident Manager*

EDGEWATER BEACH HOTEL

On Lake Michigan • CHICAGO

exigencies of war, yet many developments will undoubtedly be permanent and will play a major role in the future of this field.★ ★

COLOR SEPARATION

(Continued from Page 44)

sum of the red, green and blue used in the screen. Therefore, so long as the filter emulsion sensitivity responds to only one of these, a correct separation will occur.

Let us, then, examine the commonly used Red or "A" filter, keeping these several factors in mind. The sensitivity resulting from the use of this filter with a popular pan material is shown in Chart Number Nine. This is given in arbitrary units to avoid confusion. It should be remembered

that the actual density which would be obtained is represented by the area under the curve rather than by its height.

This curve must then be considered only in conjunction with similar information representative of the reflection characteristics of the colors being photographed. Curves A, B, C, D and E above are such.

The values for each of the nine color bands in the one case represents the proportion of the light of that band reflected from the subject. In the other case it represents the sensitivity of the filter emulsion combination. The two values when multiplied give a figure representative of the exposure value which is the effective

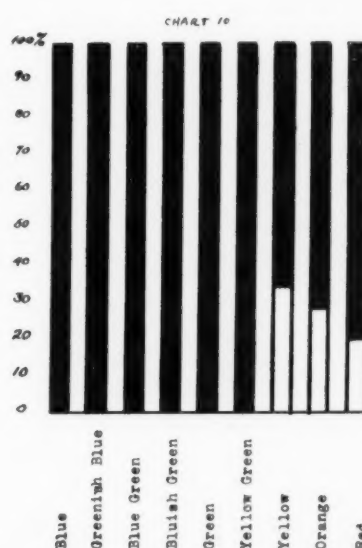
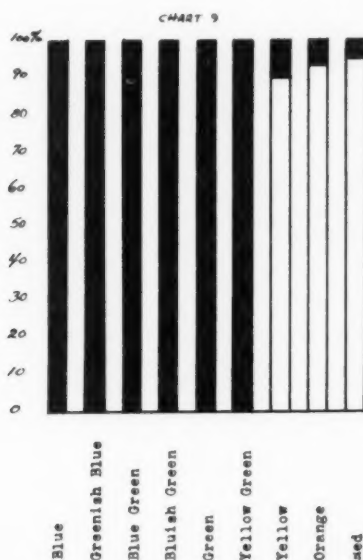
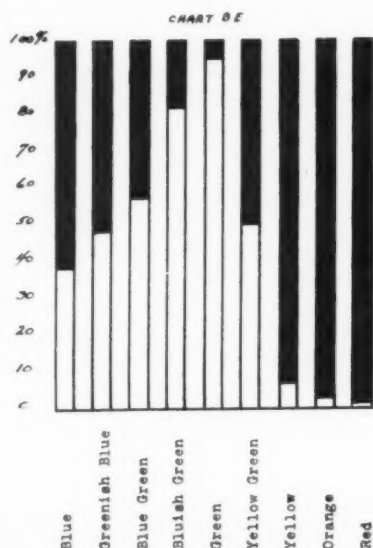
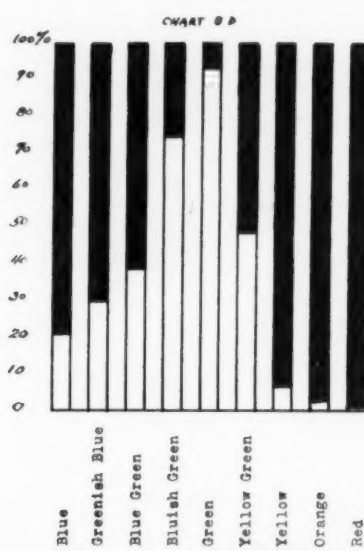
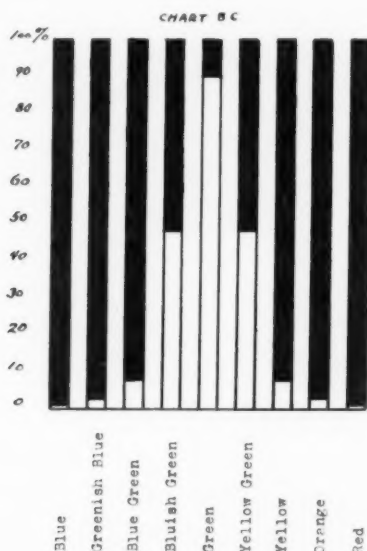
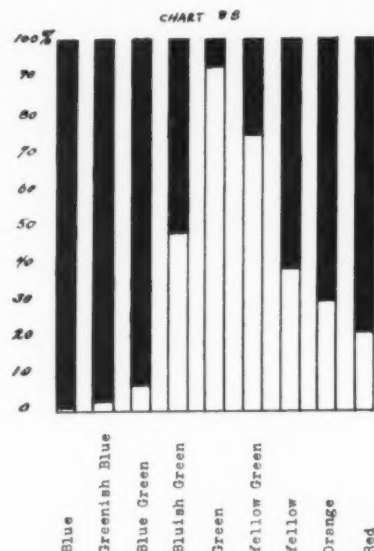
result of light on the emulsion when using that filter.

A green, such as 8 C above, reflects so little light passed by this red filter that for our purpose we may consider the resultant density as negligible.

The green of 8 B, however, reflects considerable light of the three bands passed by the filter. The relative values of the three products are: yellow $90 \times 38 = 34.2$; orange $93 \times 30 = 27.9$; and red $95 \times 21 = 20$.

The relative value of the exposure obtained from 8 B through the red filter is therefore readily calculated as the relative values of areas under Curves 9 and 10. Roughly, the latter has an area of 1/3 the filter curve.

Since the area under the filter curve is representative of the ex-



3 Developing Inks



1 Famous Regular Jiffy

holds its Pre-War quality; no substitutes are used in its manufacture.

Per Gallon—of four 1-qt. Cans
\$8.00

2 HEAVY Jiffy

Peerless for Deep Etch.

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posure value for a white, our figure of 1/3 might be termed the exposure value relative to white. It is in this case truly representative of the proportion of red and orange light reflected by the subject.

In similar manner, it can be shown that the red reflection of curve 8 A will be correctly reproduced as would the blue reflections of this series of colors were we to use a blue filter of similar characteristics. The real problem arises in considering the green filter itself.

Granted that a considerable proportion of the bluish and yellowish green band are absorbed, we still must remember that this color has been formed by using only the blue green and yellow inks. No magenta ink has been used. This green must therefore be separated by the green filter with the same density as a white for otherwise some proportion of magenta ink will be printed.

One glance at any of the curves in group 8 shows that the green filter must be such as to exclude even the bluish and yellowish greens if we hope to approach the above degree of separation. Should the filter pass these colors, they will aid in building up the white density. However, since our green color (8 C) absorbs 50% of these colors, the density obtained from that will be markedly less than white density. As a result, a high proportion of magenta ink will be printed and since this absorbs the green itself, our result will be a definitely grayed color.

Furthermore, our green filter must not only be narrow in its transmissions, but that narrow band must be centered on the peak green obtained, as shown in 8 C. Should the peak be in the bluish green or in the yellowish green regions, we would obtain an even more false separation.

A study of all the colors illustrated shows that such a narrow transmission band would give the best possible separation value in each case. It is equally obvious that for colors involving the magenta ink it must yield equally correct values. That it would

fail to reproduce spectral colors correctly is true, but these occur in nature only in the rainbow, some butterfly wings and the backs of some beetles. Our principal problem is the reproduction of such colors as those illustrated. All pigments and dyes and practically all of nature's colors are similar. ★ ★

(This is the second of a group of articles by the author on this subject. Another will be published in a forthcoming issue.—EDITOR.)

MOBILE MAP PLANT

(Continued from Page 37)

platemaking, press, and regraining. Power is produced by six gasoline engine generators. Included in the outfit is a water-purification unit which supplies pure water for processing plates and film, as well as for drinking purposes in the field. Three of the trailers are air-conditioned, having heating and cooling systems for maintaining constant temperature and humidity. Perishable materials are contained in an electric refrigerator. In addition, there is a temperature controlled developing tank.

The train carries its own fire-fighting equipment, is blackout-proof and can be made gas-proof. A communication system keeps all units of the train in constant touch with each other and the train in touch with headquarters. The vans are mounted on two-and-a-half-ton truck bodies, and in case of a smash-up are lifted clear and placed on another truck body.

The unit is manned by 75 men and two officers, all specialists in their various fields. Among them are drivers, maintenance men, lithographic technicians, photographers, topographic and lithographic draftsmen, water purification men, electricians and a carpenter. They live in the field like any other soldiers, in pup tents or in whatever facilities are available.

In the photographs, lithographers may recognize some of their former associates who have joined Army litho units.★ ★

ABSENTEEISM

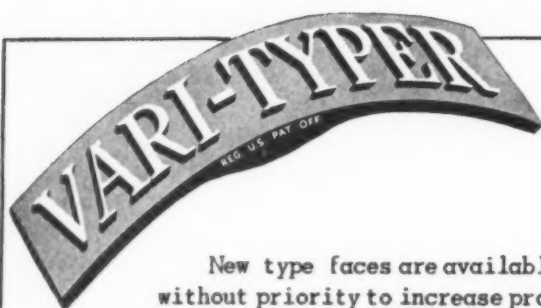
(Continued from Page 41)

agement committees and the amount of pre-publicity and advertising given to the advantages, not only to the individual worker, but to the group, lends itself well to lithography through the medium of posters, house magazines, questionnaires, leaflets, etc.

In Cooperstown, N. Y., for example, ten physicians have organized themselves into a voluntary hospital staff, with the result that they are now able to render fairly good service to a whole county. In California, emergency housing projects have been developed which enable a man to rent space in a war dormitory, a war apartment or a whole war house, with medical service. A family which consists of a father, a mother and two children pays \$27.50 a month for a house plus \$5 for medical care, which is billed monthly with the rent and which is provided by the California Physicians' Service on the prepayment plan.

So much for the community aspect of the sickness problem in combatting absenteeism. Let's go on to sickness as purely a plant problem, in which the individual war plant is the market for the lithography which will be needed. Servel, Inc., in a report issued the other day, states that a 19 per cent cut in absenteeism has been made in the first four months of a successful nutrition drive in its Evansville, Ind., plant. Of course, Servel, which is closely identified with the food industry and with nutrition, may, for that reason, have pushed nutrition as an alleviating factor in absenteeism a little more ambitiously than would another war production plant. But, nonetheless, there's no gainsaying that a properly integrated nutrition program in a war plant will reduce absenteeism to a great extent.

Therefore, we believe that a lithographer who might wish to concentrate on promoting nutrition programs among war plants would be hitting on one of the greatest



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single solutions to sickness, and therefore of absenteeism.

Has anyone reading this seen a copy of Servel's nutrition program for war plants? Copy is a misnomer; it is really a bundle; a giant portfolio containing something like a dozen printed pieces, ranging from a 64-page booklet on dietetics to stickers, posters, leaflets, charts, displays—all heavily illustrated and in color. If the Servel program is an example of a successful nutrition plan for industry, and it is, then its like for the thousands of plants which have not adopted a program of any kind, suggests a really tremendous market for the lithographed product.

Of course, many war plants are using vitamin products for industrial workers, and while the whole subject of feeding vitamins to war workers is somewhat controversial, the lithographer might do well to interest himself in the subject in presenting a nutrition program of any kind to war industry. In England the government requires that vitamins be given to workers.

Earlier we pointed out that a third market for lithography for combatting sickness as a cause of absenteeism is represented by the supplier of anti-sickness materials and equipment. We will illustrate by one example what we mean. In one English plant the installation of an underground ultraviolet solarium reduced absenteeism traceable to sickness among the office staff by nearly 60 per cent and among the mechanics by over 35 per cent. Why wouldn't it be a good idea to interest manufacturers of ultraviolet ray lamps, solarium equipment, etc., in an advertising program aimed at interesting war management in the installation of similar health devices in their plants? Manufacturers of ultraviolet equipment are, of course, only one example. There are other manufacturers of equipment for a similar purpose.

Unsatisfactory Working Conditions

BY unsatisfactory working conditions we mean conditions which tend to lower morale: the worker is new in the job and new to his fellow

workers and no one shows him around or introduces him to the others; or he breaks a rule and is called down for it, but he didn't know there was such a rule; or he makes a suggestion to his foreman for improving production and he is told by the foreman roughly that the idea is no good. Things like that, unsatisfactory human working relations.

One large airplane manufacturer gives each new employee a badge with his name on it which reads: "My name is Johnny Jones. I'm new here, but I would like to get acquainted. What's your name?" The badge by its fresh design and ingenuous approach breaks down all barriers and the new employee is treated with genuine hospitality and friendship. Another company runs the photograph of all new employees in the house magazine each month, with a short biographical caption. Another company mounts the photograph of each new employee on a large bulletin board over the time clock of the department where he works. A caption at the top of the board reads, "These are new employees. Make them feel at home. Help show them the ropes."

Many companies have designed a special printed booklet which is given to each employee, explaining such things as company policy, past company history, something about the executive personnel, and the few rules which every employee is to follow. The important thing which these booklets, badges and posters attempt to accomplish is to make things as pleasant for the employee as possible right from the start. As one shipyard worker expressed it, commenting on his labor-management committee's slogan of "More production, more promptly": "That's O.K. But let's add 'More pleasantly' to it."

Longer Working Hours

A. T. COURT, of the Labor Economics Section of General Motors, in a report to his company on the effects of longer working hours on absenteeism, stated that his findings showed that days lost by men

scheduled to work seven 7½-hour shifts per week doubled the time lost by men working six shifts of the same length weekly. It is the conclusion that the number of days worked are far more important as a cause of fatigue, and hence of absenteeism, than the actual hours worked as long as they do not exceed 55 hours per week. While the lithographer, naturally, has no say in establishing a company's workweek policy, his understanding of the part continued long hours play in increasing absenteeism is important in helping to devise an absenteeism program for a war production plant.

Housing

IMPORTATION of workers creates housing shortages, which, in turn, are a frequent cause of absenteeism. A recurring excuse for absences on the part of workers is the search for a room, a flat or parking facilities. Decent living conditions are as vital for war industry workers as for soldiers. Here again the problem becomes one not only for the worker and his company, but one for the community. The lithographer who can interest real estate dealers, local housing authorities, the local Chamber of Commerce, merchants' associations, as well as the war plant, in a program to provide adequate housing facilities will certainly develop a market for many lithographed products.

IN our own analysis of the causes of absenteeism, which appeared in the first part of this article, there were a number of items in addition to those dealt with here. These included transportation, lack of training, high wages and morale, vacations, and migratory workers. Each of these as well as others which might be added, when studied, will yield a wealth of useful ideas for the lithographer who will tackle the problem. Such planning not only can produce a market in many instances for posters, booklets, pamphlets, mailing pieces, and many other products, but can also make a real contribution to the solution of the industrial AWOL problem which at the moment is so ripe for action.★★

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Describe Highlighting Method

The fluorographic process of producing automatic highlight halftones is described and illustrated in a 9" x 12" spiral bound brochure and an accompanying technical pamphlet, just distributed by the Printing Arts Research Laboratories, Santa Barbara, Calif. Basis of the method is the use of fluorographic art materials by the artist in preparation of the copy. These materials absorb ultra violet light. In the reproduction process, whether by offset or by other printing methods, halftone dots appear only where the fluorographic materials have been applied, and all other areas reproduce as highlights with no dots at all. The brochure contains numerous examples of reproductions made with the process in both offset and letterpress, and in black and four colors. (This process was described in *Modern Lithography*, August, 1942.)

Book Describes "Lumiprinting"

"Lumiprinting," an art process with some steps parallel to lithographic reproduction, is fully described and illustrated in a book "Lumiprinting, a New Graphic Art," by Joseph di Gemma, recently published by Watson-Guptill Publications, Inc., New York. In the process the artist draws or paints on sheets of glass or transparent plastic or film, any of a number of kinds of negatives. From these negatives contact prints or enlargements are made, using the same processes used in making prints from regular camera plates or films. The method is a modernized form of the century-old "glass prints." The various methods described in detail are black plate methods, white plate, direct paint, controlled tone, direct crayon, direct wash, oil, combined methods, and darkroom and reproduction information. The 112-page book is 9 x 12"

and contains many illustrations by the author, as well as photographs of methods. It is priced at \$3.50.

Hawthorne Distributes Book

Designed to show lithographers how loss of volume on advertising matter can be replaced with a comprehensive plan of printed forms, the



spiral-bound book "Good Forms Get Work Done" is now being distributed to the trade by the Hawthorne Paper Company, Kalamazoo, Mich. Indexed under 26 headings, it covers all phases of use, design and production of forms, and presents methods of analyzing forms and improving them. The book is 8 1/2" x 11" and contains many samples of Uncle Sam bond stock, manufactured by the Hawthorne company.

Issue Gummed Paper Samples

A folder containing 13 samples in different colors of gummed paper has just been distributed by the Paper Manufacturers Co., Philadelphia. The papers shown are identified as the Perfection Line, and the samples are available from paper merchants, according to the company.

PAC Goes Into Print

The Printing and Advertising Clinics, sponsored by the General Printing Ink Corp., will not be held in the usual manner this year, but instead, have been converted to "PAC in Print," a booklet containing the type of information usually covered in the meetings. The first of the booklets has just been released and is in the form of a "Material Survey of the Graphic Arts Industry." In this booklet six authorities discuss the supply outlook of a number of materials important in the industry. Of special interest to lithographers is "Availability of Printing Ink" by William F. Talbot, General Printing Ink Corp., "Availability of Paper," compiled by the S. D. Warren Co., "Printing Presses in Wartime and Post-War Possibilities," by Harry A. Porter, Harris-Seybold-Potter Co., and "The Bindery Outlook," by Jack Sloves, Sloves Mechanical Binding Co.

Issue Quarterly

The Spring issue of Permanized Paper Quarterly, organ of the Whiting-Plover Paper Co., Stevens Point, Wis., has just been distributed to the trade. An unusual feature of the 5" x 8 1/2" booklet, is the foreword page showing a peaceful country scene. A flap, when lifted, transforms the scene into a flaming village. The booklet contains several articles dealing with the printing outlook for 1943, letterhead design, and "Spring potentialities" for printing. A 16-page form of the booklet is offset.

Publish Papermaking Book

"Papermaking—The History and Technique of an Ancient Craft," by Dard Hunter has recently been published by Alfred A. Knopf, New York. It thoroughly covers the historical aspects of the trade.

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Photography and Color Correction

Light-Sensitive Element. William Craig Toland and Ellis Bassist (to William Craig Toland, trustee). U. S. Patent No. 2,312,852 (March 2, 1943). As an article of manufacture a light-sensitive element comprising a support, said support presenting thereon a film of hydrophilic polyvinyl alcohol, a water-soluble colloid layer disposed over said film, said colloid having contained therein a silver halide light-sensitive salt.

A New Type of Contact Halftone Screen. J. A. C. Yule, F. B. Johnston, and A. Murray. "Journal of the Franklin Institute," 234: 567-82, (16 pages), December, 1942. Communication No. 880. The development of an improved type of contact halftone screen is described. By using a transparent dye for the screen image, and also in some cases for a continuous-tone negative for use with the screen, contrast control is obtained with color filters, and increased resolution of detail results. Improved tone reproduction is incorporated in the gradation of the screen dots. The greatest improvement in quality is obtained in deep-etch printing, where it is convenient to make a highlight screen positive from a magenta negative by contact through an orange-red contact screen. "Monthly Abstract Bulletin of Eastman Kodak Company," 29, No. 1, Jan. 1943, p. 30.)

How Exposure Affects the Picture. Anonymous. (Reprinted from "Exposure Meter Manual," published by the General Electric Company.) "American Photography," 37, No. 2, Feb. 1943, pp. 12-15 (4 pages). The

relationships between tone differences in the original subject and in the negative and print are described. The effective printing contrast depends upon five major factors: (1) the brightness range of the subject, (2) the contrast of the emulsion, (3) the development contrast, (4) the exposure, and (5) the resulting density range of the negative. The meaning of the characteristic curve and its use in predicting tone reproduction are explained. Experiments by L. A. Jones indicate that best tone reproduction is obtained by exposing for the "usable toe" portion of the characteristic curve. Negative contrast, gamma, the Callier effect, and minimum density and threshold exposure are explained.

The Most Suitable Photograph for Reproduction. Frank H. Smith. "British Journal of Photography," 90: No. 4318, Feb. 5, 1943, pp. 48-50 (3 pages); No. 4319, Feb. 12, 1943, pp. 56-7 (2 pages); No. 4320, Feb. 19, 1943, pp. 64-5 (2 pages). The qualities necessary in a photographic print for good reproduction are discussed. An experiment is described in which a gray scale and a photographic print were photographed together and three prints of different contrast were made. These three prints were reproduced by photo-engraving and the reproductions accompany the article. The effect of surface of the photographic print on the reproducing quality is also discussed and illustrated. A matte print coated with gelatin and ferrotyped, reproduced much better than an untreated print. Full range of tone value with detail in all tones is best. The types of prints required for photolithography and gravure are also discussed. The three principal types of printing processes are briefly explained.

Ben Day Is Applied Photo-Mechanically in New Tritone Process. G. Ellis Mott. "Printing," 67, No. 3, March 1943, pp. 36-7 (2 pages). The new "Tritone" process is one in which Ben Day is applied photomechanically, thus saving artist's costs. The picture is reproduced from the original photograph in three tones, two incorporated in the printing plate and the third produced by the paper in the non-printing areas. Illustrations are shown of pictures made from Tritone plates.

Dye Retouching and Print Finishing (Book). George L. Wakefield. The

Fountain Press, 11-13 Breems Buildings, E.C. 4, London, England, 4s. 6d. This handbook on dye retouching is divided into the following six chapters: (1) General Considerations; (2) Negative Retouching; (3) Print Finishing; (4) Dye Retouching for the Process Engraver; (5) Control in Pictorial Photography; and (6) Retouching Miniature Negatives. There is also an appendix on how to make a densitometer. Chapter 4 on Dye Retouching for the Process Engraver is of particular interest to photolitho and photogravure retouchers. Special instruction is given in the methods of obtaining a graduated vignette, removing cracks in the film, and masking areas for total immersion. ("Process Engravers' Monthly," 50, No. 590, Feb. 1943, p. 31.)

Planographic Printing Surfaces and Plate Preparation

Production of Printing Forms. Fritz Albers and Eduard Schloemann (By mesne assignments to General Aniline & Film Corporation.) U. S. Patent No. 2,291,673 (Aug. 4, 1942.) In a process of producing a printing form from a printing material provided with a colloid layer, said colloid being capable of being hardened, the improvement which comprises applying on the surface of said colloid layer a coating impermeable to hardening baths and having such a degree of softness that said colloid layer is exposed by a locally limited pressure on said coating, applying a recording on said coating so as to expose said colloid layer at the parts of recording, hardening said colloid layer in a hardening bath, and removing said coating by washing.

Plastic Litho Plates. J. S. Mertle. "Modern Lithography," 11, No. 3, March 1943, pp. 20-23, 63-4 (6 pages). There have been many patents proposing substitutes for stone and metal plates as lithographic surfaces, and the first one was to Alois Senefelder. All of the various paper and plastic materials which have been proposed for lithographic surfaces are described and discussed from Senefelder's patent up to the recently developed Lithomat, Photomat, Plastolith, and K-Tin plates.

Photo-Lithography—Illumination of the Frame During Exposures. A. Haigh and H. M. Cartwright. "Process Engravers' Monthly," 50, No. 589, Jan. 1943, p. 22. Since parallel illumi-



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nation is not available, the most satisfactory compromise is a relatively small point source of light such as is provided by a single arc lamp. The lamp should be of sufficient power to allow reasonably short exposures when placed at a distance from the printing frame which will give satisfactory uniform illumination over the entire exposure area. The distance should never be less than the length of the diagonal of the area to be covered and a distance of about one and one-half times the diagonal is usually preferable. In determining exposures it must be remembered that the light intensity varies inversely with the square of the distance from the source.

Photo-Lithography—Inking and Development of Albumen Plates. A. Haigh and H. M. Cartwright. "Process Engravers' Monthly," 50, No. 590, Feb. 1943, pp. 50-51 (2 pages). After exposure the albumen plate is coated with a thin film of ink. Three methods are described. (1) Lithographic transfer ink may be thinned down with a volatile solvent and applied with a letterpress hand roller. (2) A good litho handpress black ink may be slightly reduced with litho middle varnish and applied with a leather nap hand roller. (3) One of the proprietary brands of liquid photo-litho developing inks may be rubbed in by hand using a soft rag. The first two methods are rather tedious on large plates. In the second method development is much easier than in the first. In the third, care must be taken so that no albumen is rubbed off the peaks of the grain. A good plate, correctly exposed, should develop readily in water, but a weak ammonia solution or a 1% sodium bicarbonate solution may help in developing a difficult plate.

Offset Press Questions—Sunburst Effects on Plates. Henry A. Beechem. "Graphic Arts Monthly," 15, No. 3, March 1943, pp. 38, 40 (2 pages). In answer to an inquiry Mr. Beechem explains that the sunburst effect on deep-etch plates is caused by a non-homogeneous coating which does not flow evenly from the center of the plate. This non-homogeneity can be created by undissolved particles. Difficulty soluble dyes or poor gum may give undissolved particles. The coating solution should be filtered through a fine mesh material or allowed to stand for a while and then decanted.

Light-Sensitive Element. William Craig Toland and Ellis Bassist (to William Craig Toland, trustee). U. S. Patent No. 2,312,854 (March 2, 1943). A light-sensitive product which comprises a layer of a hydrophilic polyvinyl alcohol having superimposed thereon a layer of a chronic salt dis-

persed in a colloid, said polyvinyl alcohol being effective to prolong the period of light sensitivity of said chromic salt.

Planographic Printing Form. Friedrich Lierng (vested in the Alien Property Custodian). U. S. Patent No. 2,312,499 (March 2, 1943). The process of manufacturing planographic printing bases for flat and offset printing which comprises casting a film from a dissolved colloid material which is insoluble in water and soluble in an organic solvent and has been treated to obtain that content of hydroxyl groups imparting to the particular colloid the capacity to absorb an amount of water sufficient to repel fatty ink while preserving the tannability of the colloid to such an extent that fatty printing ink is retained at the tanned areas thereof, incorporating a light-sensitive material into said film, and exposing and tanning said light-sensitive film.

Equipment and Materials

Applicator Roll. William Craig Toland and Ellis Bassist (to William Craig Toland, trustee). U. S. Patent No. 2,312,853 (March 2, 1943).

Inking Mechanism for Printing Presses. Charles W. Harrold (to Harris-Seybold-Potter Co.). U. S. Patent No. 2,314,351 (Mar. 23, 1943). In a lithographic printing press, a form cylinder having a gap in its periphery and adapted to support a lithographic plate on the remainder of its periphery, means for dampening said plate, and means for inking said plate comprising a pair of storage rollers, form rollers arranged to contact said storage rollers and said plate for transmitting ink from the former to the latter, an ink supply fountain, and a group of ink transmitting rollers between said fountain and said storage rollers for conveying ink from the former to the latter including three rollers two of which are in contact with one of said storage rollers and the third of which is in contact with the other of said storage rollers, said group of ink transmitting rollers, being arranged so that each of said three rollers receives ink from said fountain independently of the other two, whereby the tendency toward uneven inking of the plate resulting from uneven picking up of moisture by the form rollers as they pass alternately over the dampened plate and over said gap is minimized and uniformity of inking is enhanced.

Paper and Ink

Moulds as a Cause of Odour in Printed Matter. F. D. Armitage "Patra Journal," 6, No. 3, Feb. 1943, pp. 51-4 (4 pages). A report is given of a case in which mould infection of printed matter gave rise to an objec-

tionable odor. Mycological examination showed three types of micro-organisms. One was traced to the fountain solution but the organism which caused the objectionable odor was found to have been in the paper board itself before printing. The one infected lot of paper board had also partially contaminated another lot. The warehouse in which the paper board had been stored was cleaned thoroughly to prevent further infection. No satisfactory method of removing the odor from the contaminated board was found.

General

Back to Fundamentals. Anonymous. "National Lithographer," 50, No. 3, March 1943, pp. 32, 34 (2 pages). A beginner in process photography should first learn what constitutes a good negative for reproduction. Sharp focus is important and a good magnifying glass is necessary to obtain it. The essential principles and processes involved in making an albumen plate are explained. For the pressman the importance of correct pressure is emphasized. The method of setting pressures is explained.

Steady Press Production Calls for Good Working Plan. Charles F. Geese. "National Lithographer," 50, No. 3, March 1943, p. 24. A good working plan will improve both the quality and quantity of press work. Although the actual procedure for press work will vary from person to person, certain processes must be done in a definite order. Ten basic steps are given. Teamwork between the pressman and his helper is essential.

Helping to Solve Some Technical for the Offset Worker. Philadelphia Litho Club. "National Lithographer," 50, No. 3, March 1943, pp. 20, 22. (2 pages). Some of the questions put to the Board of Experts at an "Information Please" session of the Philadelphia Litho Club, together with their answers are given. The questions are divided under the following headlines: (1) camera, (2) plates, (3) press room, and (4) inks.

Shop Talk. I. H. Sayre. "Modern Lithography," 11, No. 3, March 1943, pp. 39, 41 (2 pages). Changes in procedure necessary in torrid or arctic climates are briefly discussed. Three formulas are given for removing the albumen image from a lithographic plate. A method of making blue prints on metal is described. A formula is given for producing sepia prints on paper. A formula for a blue print coating for paper is presented together with methods of mounting paper for drafting in map work so as to maintain exact size. Proper illumination to prevent eye fatigue is dis-

(Continued on Page 93)

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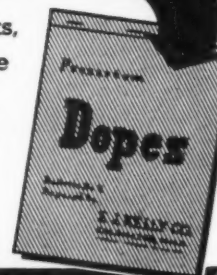
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All classified advertisements will be charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St., New York. Closing date: 1st of month.

Position Open:

Wanted—Man to take charge of Litho Art Dept. by large mid-west lithographer. Must have complete knowledge of all modern litho platemaking methods, especially dot-etching, and be thoroughly acquainted with photographic requirements. Must have well rounded experience in handling artists and have ability to secure both quality and production. This is a real opportunity for right man. In replying give complete history of your experience. Address Box #360, c/o MODERN LITHOGRAPHY.

Position Open:

Lithographic pressman with knowledge of color work. Top wages. Permanent. Also lithographic layout man. Specify when available. Address Box #362, c/o MODERN LITHOGRAPHY.

Artist Wanted:

Old established general printing and lithographing house in the South, with rapidly growing color-lithographing business needs thoroughly trained commercial artist who has had experience in making separation drawings and in air-brush work. State age, draft status and last year's earnings; send small photo if convenient. Pleasant working conditions include air conditioned art room. Address Box #363, c/o MODERN LITHOGRAPHY.

Opportunity in Hawaii:

An excellent, permanent position with a young, progressive and growing firm is waiting in vital, yet still lovely Honolulu for a draft exempt lithographer. A combination letter-press and lithograph plant has 17 x 22 Webendorfer, with complete plate-

making equipment, but no camera. Will pay \$78 for 48-hour week to start under a contract for duration plus six months.

Good working conditions, vacation, bonuses, raises—outstanding opportunity with chance to work into the business for the right man. Largely devoted to one color work; 90 per cent for Army, Navy and war work. Address full particulars in first letter. Transportation supplied from Coast under Navy priority. Watkins Printery, 178 Halekauwila Street, Honolulu, Hawaii.

For Sale:

Seven-foot Plegler Rotary Gathering Table DC motor, purchased new January, 1942, used one week. Priority required. Price \$325; Ink Mixer 20-inch bowl, DC motor, price \$150; 18-inch Zeiss Apo Tessar Process Lens, price \$200; 21-inch Cooke series five Process Lens, price \$185. Address Box #364, c/o MODERN LITHOGRAPHY.

For Sale:

Complete plate shop adapted to large color process. Grainer, camera, proof press, etc. Write for full information. Address Box No. 367, c/o MODERN LITHOGRAPHY.

Miscellaneous:

"Litho-Pencils." Will save time, zinc and money. Make corrections and additions without danger of damaging press plates. Sent on ten-day free trial. Price 50 cents. N. C. Sorensen, 3540 the Paseo, Kansas City, Mo.

Wanted:

Two-color Harris offset press. Can use either 41 x 54" or 42 x 58" size. Give full particulars first letter. Address Box #366, c/o MODERN LITHOGRAPHY.

Wanted to Buy:

Harris Offset Press in L. S. S. size (35 x 45), S7L size (36 x 48), or

LB 38 x 50 size. Must be in good mechanical condition, capable of hairline register on color work. In writing, state fully age of press, mechanical condition and price. Address Box #365, c/o MODERN LITHOGRAPHY.

Miscellaneous:

Use "Resilio" on those worn-out and discarded Offset or Multilith blankets. Restores blind spots and brings back resiliency to old blankets. Completely de-inks and keeps new blankets in perfect shape. Graphic Arts Labs., Box 365, Hamilton, Ohio.

Asks Cover Flags in July

To help in the sale of war bonds the U. S. Treasury Department has requested that the American Flag be used on July covers of magazines again this year, it has been announced. In July 1942 covers with a total circulation of over 100 million carried the flag.

Dana Joins Armed Forces

Marshal M. H. Dana, director of advertising, and a member of the sales organization of the New York and Pennsylvania Co., has been granted a leave of absence to permit him to join the armed forces.

"QUOTES" from the mail

To the Editor
Modern Lithography

Dear Sir:

We from the trade are very grateful for the up-to-the-minute news on lithography . . . and have used many of your articles as a basis for process work and as instruction material. Many thanks for a swell "mag" and for keeping a lot of us fellows in touch with the old shop. Please ship the magazine and all material to this litho-man for another year.

(Signed by a Staff Sergeant,
U. S. Army, whose name and
location may not be published)

MAKERS OF

THE FINEST QUALITY COLOR PLATES

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400 PIKE STREET

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LaMOTTE BLOCK COMPARATOR

This compact unit for determining pH of solutions is complete with pH color standards — indicator solutions — marked test tubes and instruction booklet.

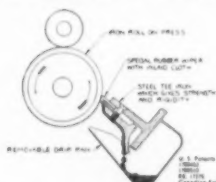
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Color process plates, black and whites, highlights, originals for hand transfer, posters, crayon color plates, line and halftone negatives or positives for machine transfer, or photo-composed press plates, albumen or deep etch.

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LITHO ABSTRACTS

(Continued from Page 89)

cussed. Walls should reflect 30 to 50 per cent of the incident light and ceilings should reflect 65 per cent. Desk tops should reflect not more than 25 per cent. Yellow light is the least fatiguing.

Offset Platemaking and Printing Clinic. Harvey Glover and Harry Porter, Co-chairmen. "Share Your Knowledge Review," 24, No. 3, Jan. 1943, pp. 12-23 (12 pages). The proceedings of the clinic session held on August 11, 1942 at the 23rd Annual Convention of the International Association of Printing House Craftsmen, are given.

Miscellaneous

News and Notes on Photomechanics: Name Plate Production. J. S. Mertle. "American Photo-Engraver," 34: 720-29 (10 pages), August, 1942.

Scientific Color Organization for Lithographers. Barbara Lewis. "National Lithographer," 50, No. 3, March 1943, pp. 28, 30 (2 pages). The Color Harmony Manual and Color Harmony Index will aid in the matching of colors and the selection of color combinations by providing a standardized arrangement of colors.

Metal Decorating Plus Infra Red Drying. William N. Misuraca. "National Lithographer," 50, No. 3, March 1943, pp. 17-18. In metal decoration some means of heat curing of the applied coating must be used. The film will dry in so many seconds, minutes, or hours at a given sheet temperature. The problem in baking is, therefore, to find the most efficient way to bring the coated sheets to the desired temperature in the shortest possible time and keep it there for a definite period. The three main methods of heat transfer are by conduction, convection, and radiation. Convection (heating by some medium such as hot air) is the process in most use today. It is claimed that in the Infra-Red process (radiation) time is saved because the paint begins to bake as soon as the rays hit the object. With this method, however, the whole area must face the Infra-Red lamps and therefore the same size sheet will take up more oven space than in convection drying where the sheets can be placed edge-wise.

Some Pointers on Avoiding Waste. Lawrence J. Grennan. "Modern Lithography," 11, No. 3, March 1943, pp. 29, 67 (2 pages). All possible methods of avoiding waste and conserving materials and equipment should be followed.

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Member Audit Bureau of Circulations

TALE ENDS

THERE has been a demand for reprints of the article which was published in our March issue, "Plastic Litho Plates," and a number of reprints have been distributed. There are still some of these reprints available, free of charge, as long as they last. Drop us a line if you want one.

★

Some of our Chicago readers were a little perplexed last month by some lithographic double talk. The Midwestern Division of the NAPL planned a meeting for April 6. We wrote the story in the past tense according to the official plans and went to press April 5. The same day the meeting was called off, because of food rationing, and a couple of days later the people who thought they had called it off read all about what happened. We can assure them, however, that the meeting really was just a mirage, produced by those uncontrollable dates which must fall each month between presstime and mailing date.

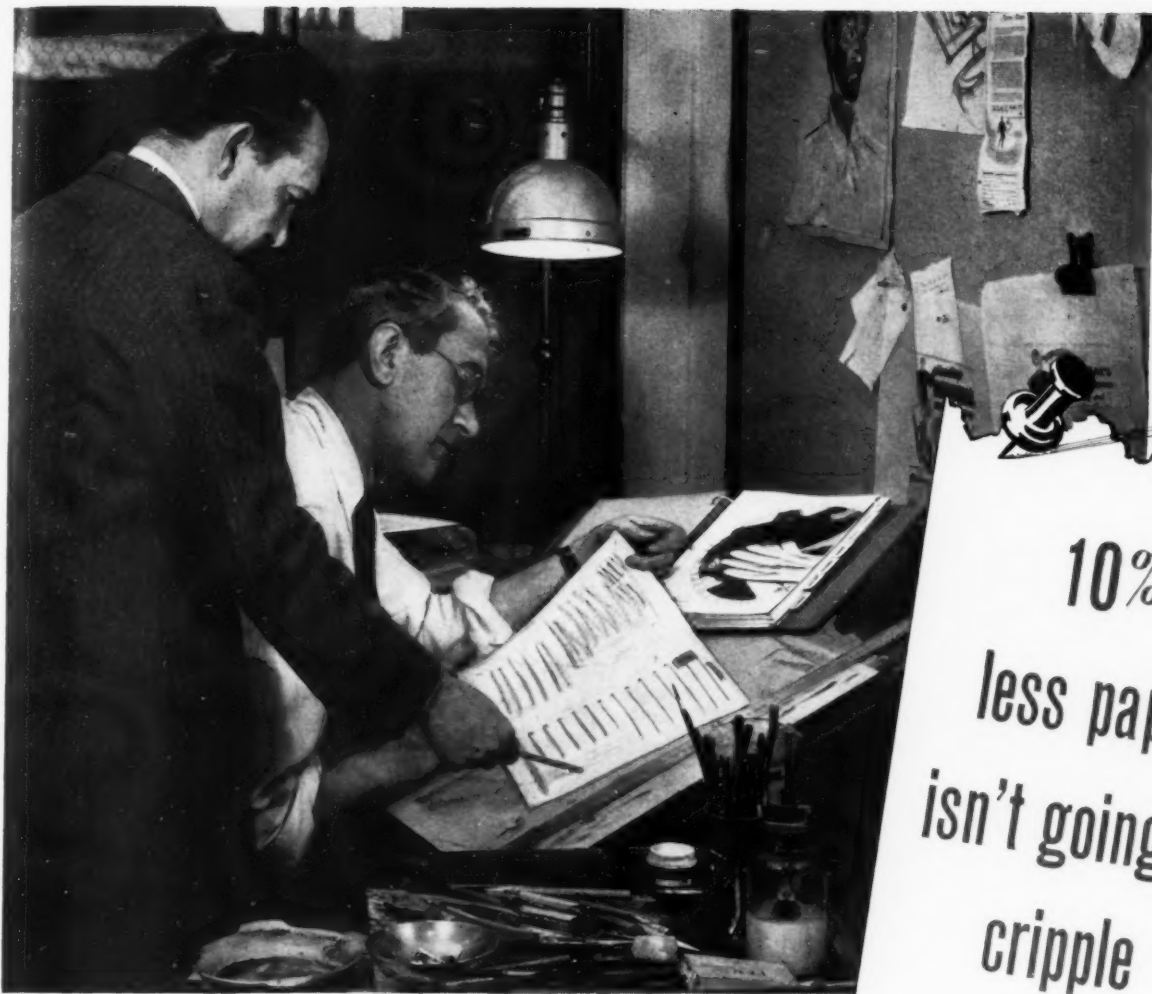
★

Bernard Schonfeld of Consolidated Lithographing Corp., Brooklyn, is telling a true story which illustrates the meaning of inflation. Being interested in collecting stamps, he has recently gone through his collection and found a series of 15 letters mailed to him from Germany following World War I. On May 9, 1923, the postage for a letter was 980 marks. By September it cost 200,000 marks to mail the same letter. A letter mailed early in November the same year cost 4,000,000,000 marks, and by November 23 the postage bill for one letter was 80,000,000,000 marks. Yes, we said 80 billion. Can it happen here?

★

"Lithography Ain't What It Used To Be," and the best way to keep up with it is to read your trade publications regularly. A subscription to this magazine won't throw your budget out of balance, and you'll find it well worth while. Take a look at the low single and combination rates on page 82.

MODERN LITHOGRAPHY



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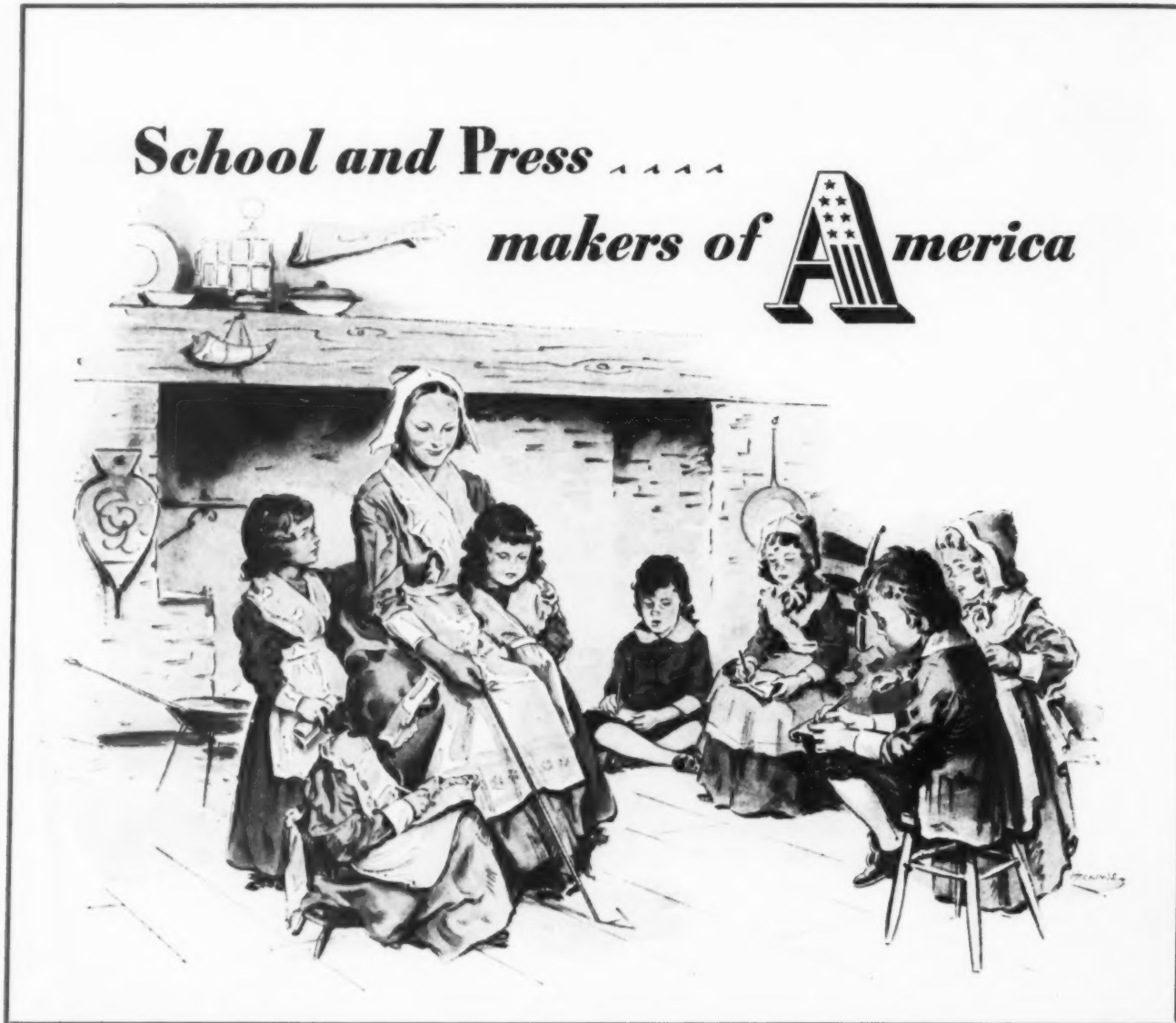
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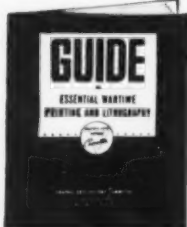
makers of America



Plymouth Colony was scarcely settled in 1620 before children met in the "Dame" school using birchbark and charcoal to copy A B C's traced in sand upon the floor. It was the dawn of education, the infancy of a tremendous readership destined to influence the world. Later, as little Red School-houses dotted the landscape, it became clear that the heart of America could be swayed by the printed page. And so the editor-printer became a Nation-builder, meeting the needs

of a growing country, and printing in its various forms became a vehicle of progress and salesmanship. Today's printing needs are more complex than ever. But the printer, alive to conditions and faithful to his tradition of whole-hearted service, has stepped promptly into the picture offering the power of the printed message as a means of creating group interest and assuring united action. Such help will solve many of today's problems.

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